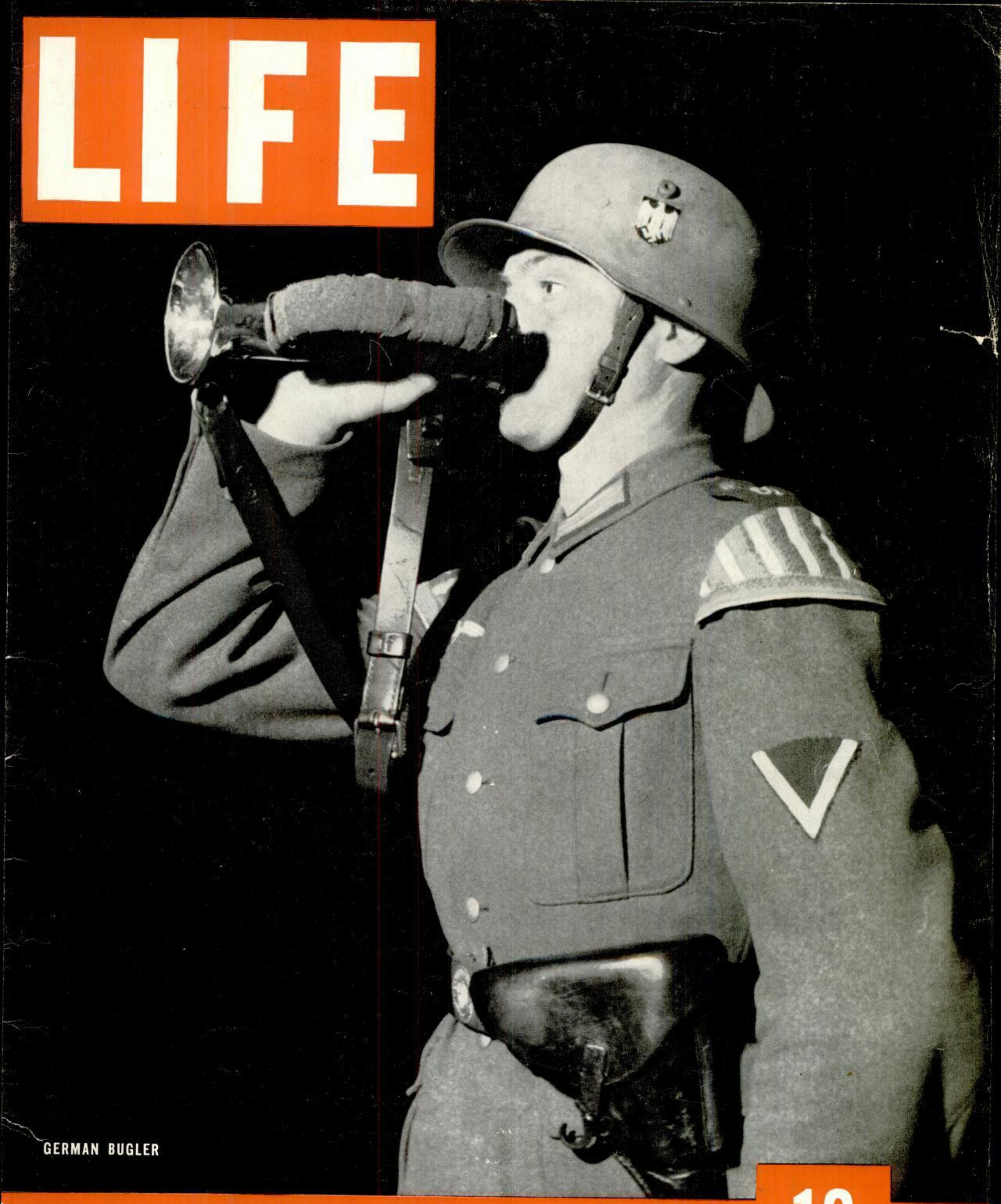
LIFE



GERMAN BUGLER

MARCH 28, 1938 10 CENTS

15 CENTS IN CANADA, HAWAII
ALASKA & U. S. POSSESSIONS

REG. U. S. PAT. OFF.

HERE'S WHAT YOU'LL LIKE ABOUT THE PULLMAN *Single* OCCUPANCY *Section*

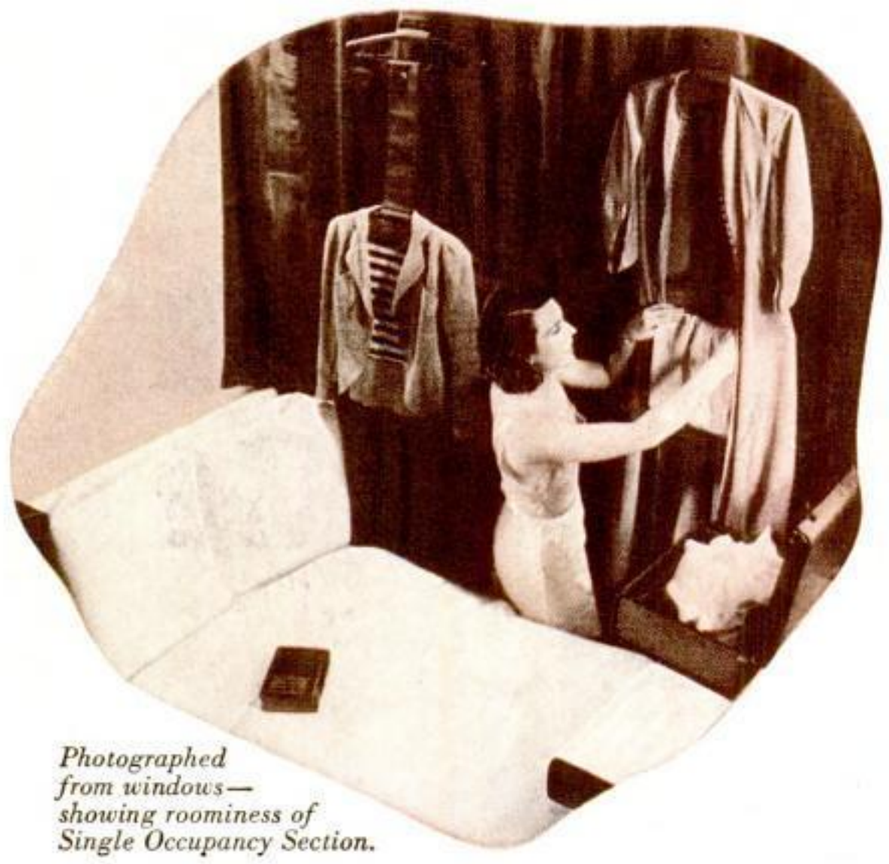
1. You get two comfortable double seats facing, all to yourself, for daytime travel.
2. It provides greater convenience in dressing. Plenty of headroom and space for clothing.
3. It assures room-like privacy at night. And you sleep on two comfortable mattresses.
4. The cost is so reasonable—only slightly more than the Pullman lower berth alone.

. . . AND PULLMAN IS THE SAFEST TRAVEL IN THE WORLD!

The Pullman Single Occupancy Section has many advantages, chief of which is the fact that the upper berth is left closed above you, giving generous headroom and extra room for dressing. In the photo below are shown (1) double mattresses (2) extra hangers for clothing (3) freshly laundered linen (4) convenient shelf for small articles (5) lightproof curtains, secured from inside.



DESIGNED FOR EXTRA COMFORT AT LOW COST



Photographed from windows—showing roominess of Single Occupancy Section.



A CREW TRAINED TO SERVE YOU

The Pullman crew is trained in the art of courteous, efficient, personal service. You are assured the utmost consideration and while Pullman is the smart way to travel, its atmosphere is always friendly and informal.

TRAVEL IS A PLEASURE...THANKS TO PULLMAN

Every aspect of Pullman service makes your journey pleasant, comfortable, and safe. Pullman cars are roomy, well-ventilated, quiet, and scrupulously clean. In the air-conditioned cars you are free from dust and dirt and all oppressive hot weather conditions. You can afford to go by Pullman. The cost is so reasonable it fits anyone's budget. You will thoroughly enjoy it, feeling as comfortable and as much at ease as you do in your own home.

COMPLETE PRIVACY—The privacy of the Single Occupancy Section, with its lightproof curtains and with the passenger entitled to sole occupancy of the space during both daytime and nighttime, appeals to the person traveling alone. You can go by Pullman on railroads throughout the United States and in some parts of Canada and Mexico. Ask your ticket agent for complete information and the reasonable cost of a Single Occupancy Section on your next trip. Or write

THE PULLMAN COMPANY, CHICAGO

Pullman and Rail—The safe way to go and the sure way to get there

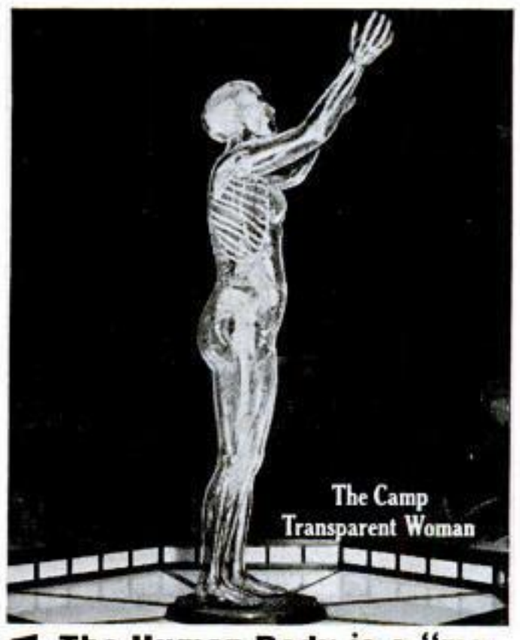
TRAVEL AND SLEEP IN PULLMAN SAFETY AND COMFORT

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"Almost Human" Things Your 1938 Car Can Do

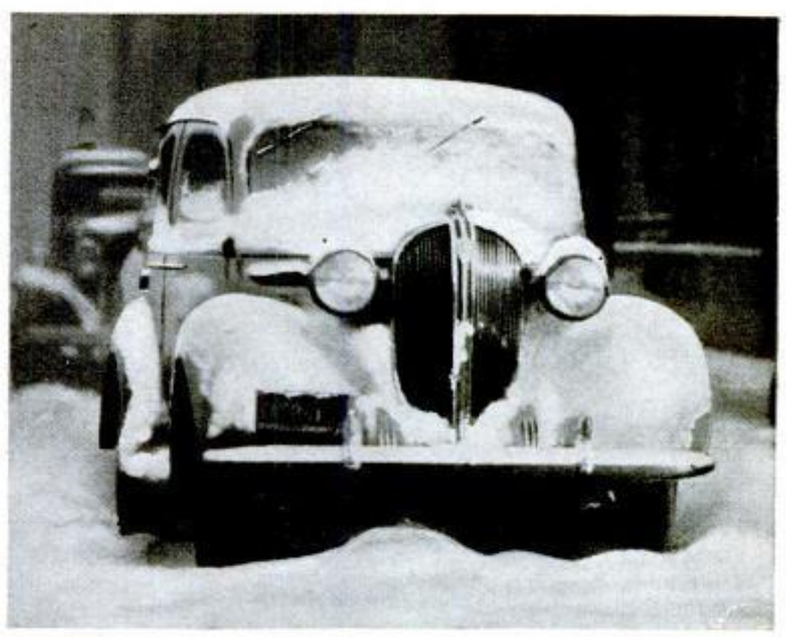
LITTLE-KNOWN FACTS THAT ARE IMPORTANT TO EVERY CAR BUYER. TODAY'S CARS ARE NOT ALL ALIKE.



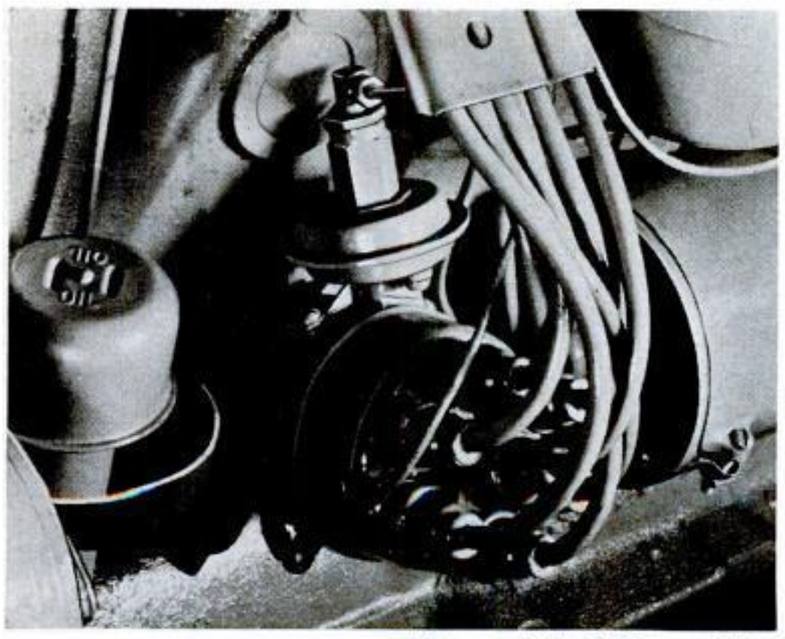
1 The Human Body is a "machine" that thinks. But Plymouth created *car* features that almost "think" for themselves.



2 A Study of High Speed—this stroboscope shows how Plymouth's parts look when they're in rapid motion. Aluminum alloy pistons with 4 rings save gas, oil...contribute to Plymouth's *high compression* of 6.7 to 1.



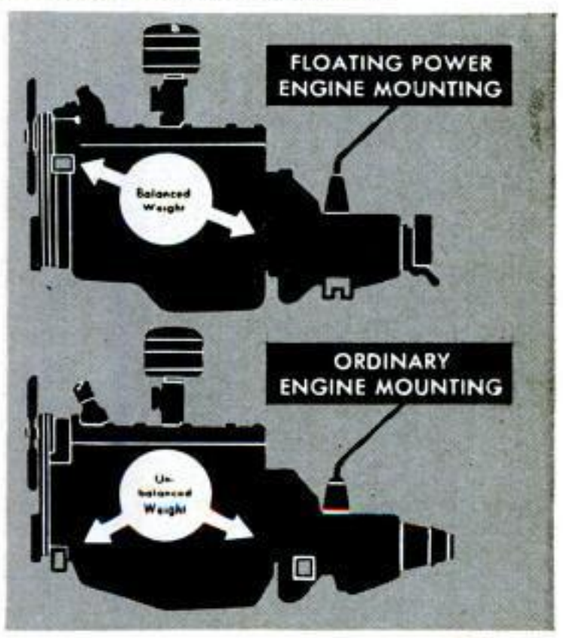
3 Plymouth Warms Itself Up quickly with thermostat control...keeps cool in "hot going" with *full-length water jackets* and *directional cooling*. Thus, the engine runs economically in *all* weather.



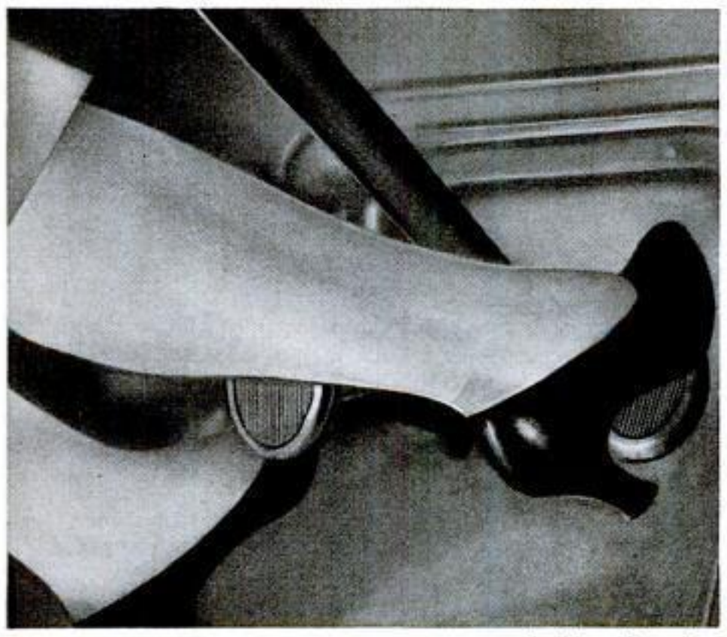
4 A Lightning "Brain"...Plymouth's Calibrated Ignition keeps *spark* adjusted to *load*...and helps you get the economy of super-high compression on regular fuel—*without* knock or "ping."



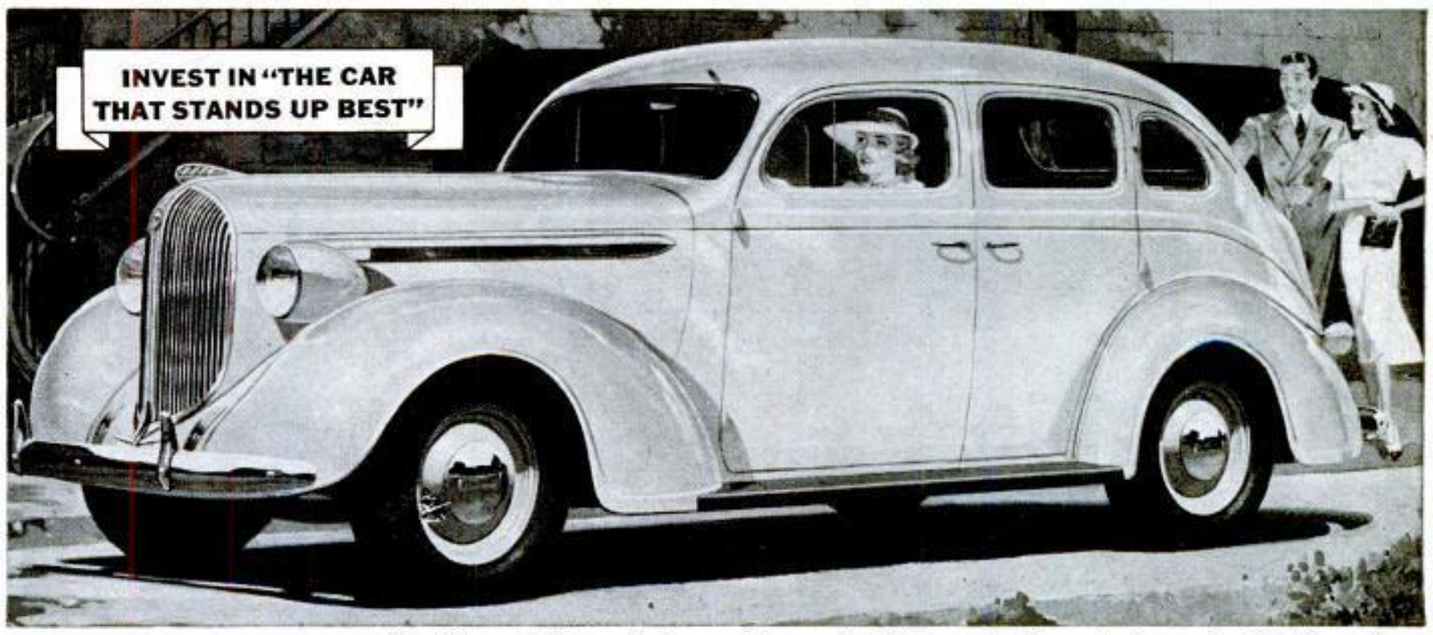
5 Keeping Plymouth Level. The front-end sway eliminator keeps the body level on curves. This, with Plymouth's *faster steering*...makes Plymouth easier-handling and far safer to drive.



6 This is Floating Power. Plymouth's engine (top) is *suspended in balance;* is smoother, quieter than "top-heavy" type shown below.



7 The Brake has a "Heart"... an hydraulic cylinder that sends "stopping-power" to all four wheels. It is 100% hydraulic in action—insures smooth, *positively-controlled* braking action.



8 The 1938 Plymouth De Luxe 4-Door Sedan with trunk delivers in Detroit for only $815—other models as low as $645—including Federal taxes. State, local taxes not included. See a Dodge, De Soto or Chrysler dealer. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

TUNE IN MAJOR BOWES' ORIGINAL AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

GET MOST FOR LOW PRICE

Plymouth Builds Great Cars

This One
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"It's the flavour"



86 PROOF

Teacher's keeps its balance. That's why men like Teacher's taste. It's hearty, but not heavy. It's smooth, and not too sweet. Those are the usual reasons men give in expressing their preference for Teacher's Scotch.

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

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LETTERS TO THE EDITORS

Farida's Rivals

Sirs:

In answer to a letter written by Richard S. Balch (LIFE, March 7) who said the new Queen of Egypt is the most beautiful girl he has ever seen: all good and well, Richard, but you haven't seen my 17 years of beauty.

DOROTHY V. BARRY

Chicago, Ill.

Sirs:

When I wrote a letter to LIFE giving my views on the picture of the Queen of Egypt, I did not expect to receive such a variety of replies. Girls from the age of 14 and up have written and nearly all of them think that I should look around me and see what a mistake I have made. However, the fellows agree with me 100% so all I can say is, "Girls beware."

RICHARD BALCH

Springfield, Mass.

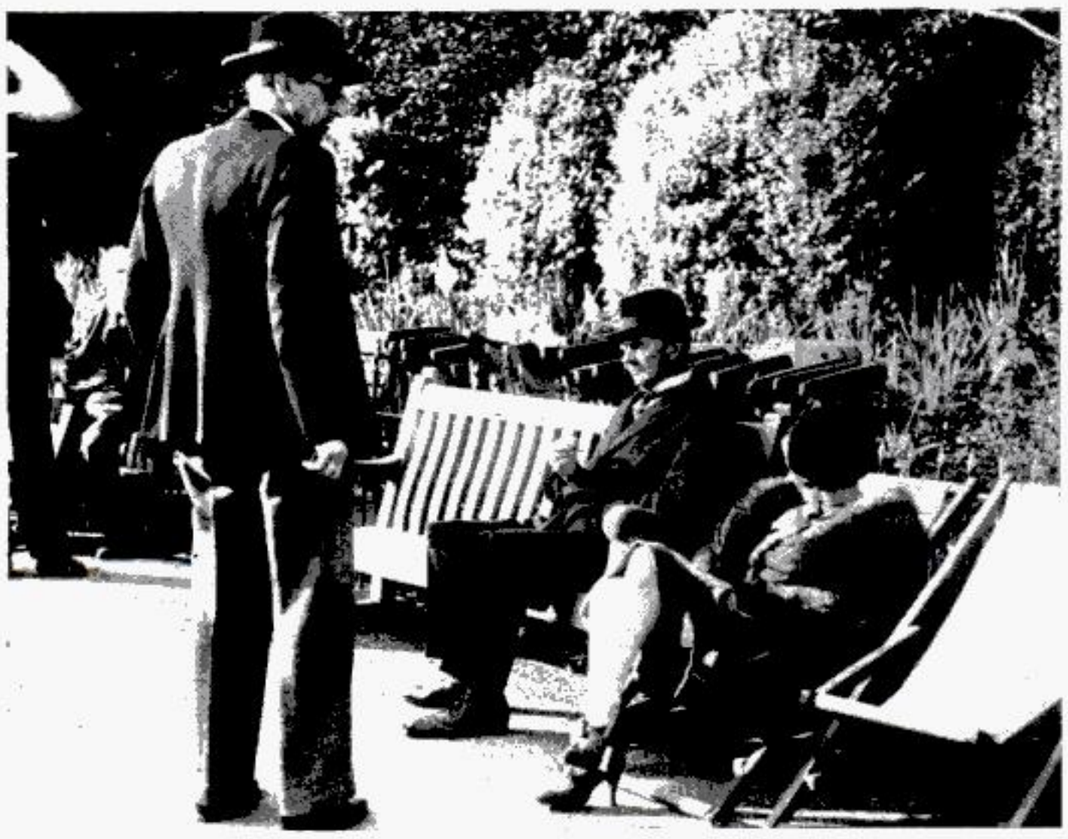
Pair of Knees

Sirs:

In your March 7 issue, you printed a picture (*see cut*) of Prime Minister Chamberlain trying out the new park benches in London which was very amusing. It is not the fact that Chamberlain is testing the benches that is amusing, but the old gent on the left who is apparently testing a new pair of glasses on a neat pair of knees. Incidentally, Mr. Chamberlain does not look too comfortable, or maybe he is looking for a good hard one for Mr. Eden.

JOSEPH G. BESCH

Newark, N. J.



TWO BRITISH STATESMEN AND A PAIR OF KNEES

Sirs:

It seems to me that Prime Minister Chamberlain is more interested in the shapely legs of the lady in the picture than in the bench.

DOROTHY SAVEL

Newark, N. J.

● The "old gent on the left," who happens to be Sir Philip Sassoon, First Commissioner of Works, may indeed be eying the knees in question. But LIFE would say that Mr. Chamberlain has his mind grimly on his work.—ED.

Eden of Edenton

Sirs:

Your reference to the Anthony Eden family in the March 7 issue of LIFE is very interesting. There is a human incident in the life of Anthony Eden of interest to Americans. One of the first Colonial Governors of the Province of Carolina was Charles Eden. In 1722 the town of Edenton was the Colonial Capital of North Carolina and was named in honor of Gov. Charles Eden, whose body is interred in St. Paul's churchyard here.

The writer became interested in the career of Anthony Eden and after considerable correspondence with him ascertained the fact that he was of the same family as Charles Eden. Accordingly on Nov. 26, 1937 I wrote him a letter conferring upon him honorary citizenship in our town. On Jan. 14, 1938, I received a letter from the British Ambassador to the U. S., the Right Honorable Sir Ronald Lindsay, stating that he was directed by Anthony Eden to accept the honor conferred. This was one of the last "official" acts of Foreign Secretary Eden and we are very proud to have him as a "citizen."

J. H. McMULLAN
Mayor

Edenton, N. C.

Thomas Jefferson High

Sirs:

As a pupil of Thomas Jefferson High School in Brooklyn, I feel that your article about the same named school in San Antonio, Tex. (LIFE, March 7) was enlightening insofar as it concerned the devious methods the R.O.T.C. has been using to attract boys into it. The most disgusting scheme, and also the most clever, is the idea of girl "sponsors" for boys joining the R.O.T.C. I feel that pictures of the R.O.T.C. parading resemble certain scenes to be found in various dictatorial countries.

WILLIAM MELNICK

Brooklyn, N. Y.

Sirs:

On page 23 you show Cadet Colonel Harry Andrew Watson with his attractive sponsor standing with crossed arms raised. This is done at the command "Sound off" when the band troops the line and not for "Pass in review," as your caption states. It is a part of the same ceremony but during "Pass in review" the Cadet Colonel and his sponsor would be standing at attention.

WILLIAM G. WEAVER
Major, Infantry Reserves

Fayetteville, Pa.

● Major Weaver is right.—ED.

(continued on p. 4)

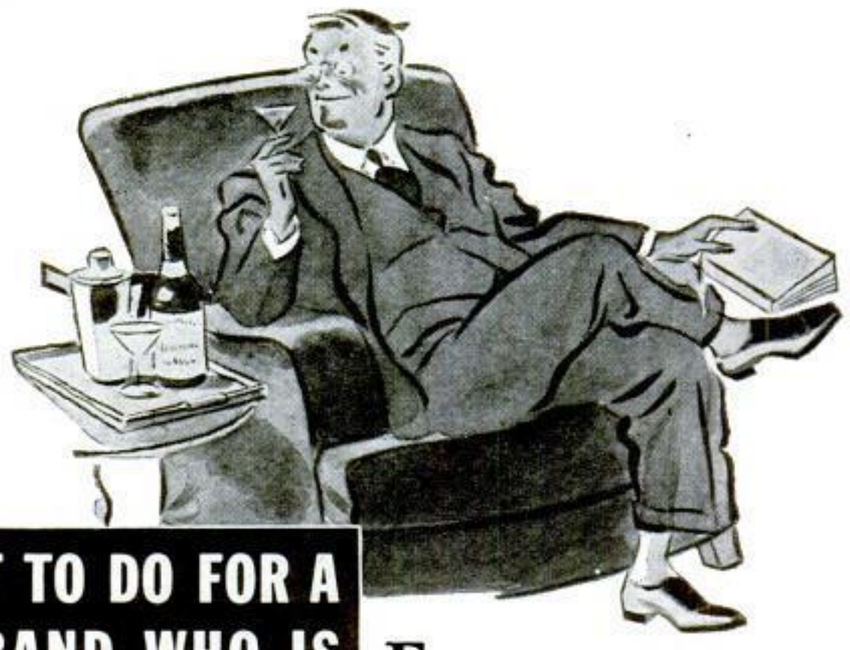
LIFE
Mar. 28, 1938

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Volume 4
Number 13



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WHAT TO DO FOR A HUSBAND WHO IS NOT A GOOD MIXER

FOR such a husband, just do this . . . Buy a bottle or two of CLUB COCKTAILS, take them home, and let him convince himself of their superiority.

There's no need to let a husband be embarrassed because he can't mix cocktails as flavorful, smooth, mellow as Heublein's ready-mixed CLUB COCKTAILS.

It really does take more than fine liquors and a recipe to blend satisfactory cocktails. One must know — as only a few first-class barmen and Heublein know — how to wed flavor with flavor into delicious cocktail perfection.

This is why home cocktail-mixing is rapidly becoming as passé as home bread-making or any other outmoded household chore.

You'll like the convenience of these ready-mixed CLUB COCKTAILS. No fussing with recipes! No kitchen-muss or bother! All you do is ice and pour!

You will like, too, the economy. No over-supply of ingredients to buy! No mixing-waste! Nothing to throw away.

What isn't used from a bottle of these world-famous CLUB COCKTAILS keeps indefinitely.

SELECT FROM THESE 7 VARIETIES

DRY MARTINI (71 proof). Milshire Dry Gin with two types imported Vermouth.

MARTINI (Medium Sweet) (60 proof). Milshire Dry Gin and imported sweet-type Vermouth.

MANHATTAN (65 proof). Rich, specially blended whiskey and Italian Vermouth.

OLD FASHIONED (80 proof). Made with blended whiskies rich in bouquet and flavor.

SIDE CAR (60 proof). Made with choice, imported cognac brandy and other flavoring ingredients, expertly blended.

DAIQUIRI (70 proof). Made with selected rum and lime cordial, skilfully blended.

BRONX (60 proof). Fine fruity-tasting cocktail with Milshire Dry Gin and imported Vermouth.

G. F. HEUBLEIN & BRO., Hartford, Conn.



HEUBLEIN'S
The CLUB COCKTAILS
NOTHING TO DO BUT Ice & Serve

TRY MILSHIRE DISTILLED DRY GIN!

Milshire Distilled Dry Gin is, we believe, as dry as a fine gin can be made. MILSHIRE, distilled by the old English "pot-still" formula, is preferred everywhere for its finer aroma and flavor. (90 proof—distilled from 100% grain neutral spirits).



HEUBLEIN of HARTFORD

LETTERS TO THE EDITORS

(continued)

Husband & Chair

Sirs:

In reading your issue of March 7, my husband assured me that there was nothing extraordinary about the exhibit of a chair on an ordinary common pin. I took him up on it and he proceeded with a razor blade, magnifying glass and a bottle of glue to show me. Within an hour it was completed.

My husband says that Mr. Taylor must have been eating onions if seven previous efforts were shattered by his breath.

MRS. E. B. HEFFERON

Geneva, N. Y.

Sirs:

The picture of a miniature chair on a pin shows that the chair is not .003 in. wide. Probably it should have been 0.03 in.; nicht wahr?

DAVID C. GRAHAME

Berkeley, Calif.

● Ja.—ED.

Thanks for Ring

Sirs:

Please accept my thanks and appreciation for the account of Wagner's *Ring of the Nibelung* (March 7). I have always wanted to know the story but somehow I managed never to have it clearly in my mind. However, thanks to your vivid summary and pictures, the great masterpiece is now to me as understandable as beloved *Snow White and the Seven Dwarfs.*

BERNICE HOPNER

New Orleans, La.

Sirs:

I have heard and seen *The Ring* at the Metropolitan, La Scala, Berlin, Dresden and Paris Opera Houses. But the descriptions of *Das Rheingold, Die Walküre, Siegfried,* and *Götterdämmerung* explain Siegfried's vicissitudes for the first time for the average music lover. Radio renditions will live more vividly for those who read the story in LIFE.

Let us have *Tristan und Isolde* next.

MORTIMER H. COBB

New York, N. Y.

Sirs:

Your *Ring of the Nibelung* is movingly superb. I wish you would go on presenting the pictorial stories of other national epics.

OSMUNDO O. STA. ROMANA

University of Missouri
Columbia, Mo.

Doggies' Meat

Sirs:

On page 16 of your March 7 issue you reproduced three photographs depicting the fate of a hapless whale in Golden Gate Harbor. One caption takes an unwarranted slap at dog-food manufacturers.

Contrary to the impression created by your statement, most manufacturers of canned dog food are extremely careful of the contents of their cans. The formulation of our product is based upon years of experience and research. It is composed of selected beef, meat by-products, cereals, fresh carrots, bone meal, cod-liver oil, seasoning, and added water sufficient for proper cooking. It certainly does not contain any whale meat, fish scraps, or other waste products.

J. D. McGUFFIN

Doggie Dinner
Division of The Loudon Packing Co.
Terre Haute, Ind.

● LIFE's information, received from International News Photos, was apparently in error. U.S. doggies, who consume about $100,000,000 worth of dog food annually, may rest assured that their dinners contain no whale meat.—ED.

DON'T BE A FAT MAN

CHECK THAT GROWING WAISTLINE WITH



The Bracer



NO RIP. The Bracer's seams are impregnated with live rubber—cannot loosen or pull out.

NO BULGE. The Bracer is knitted from two-way stretch "Lastex" yarn to insure complete support.

NO ROLL. Four removable ribs prevent rolling, keep The Bracer in position.

NO BOTHER. The exclusive fly front means you can wear The Bracer all day without removing. No buttons or buckles.

Amazing new-type supporter belt makes you look better—feel better, too

DON'T worry about sagging stomach muscles—a growing waistline. Regain that youthful, athletic appearance—look better, feel better, with The Bracer.

This new-type supporter belt, a Bauer & Black product, is scientifically designed to take inches off your waistline—improve your posture—with absolute comfort. It is made of the finest materials under the same sanitary conditions as famous Bauer & Black surgical supplies—a product of the highest quality. Only The Bracer can insure No Rip—No Roll—No Bulge—No Bother. So insist on The Bracer. At department stores, drug stores and men's apparel stores.



If your dealer cannot supply you with The Bracer, simply fill out and mail this coupon with a check or money order. Price $2.00 (Canada $2.75).

BAUER & BLACK, Division of The Kendall Co., Dept. A-60, 2500 So. Dearborn St., Chicago, Ill. (In Canada, Station K, Toronto.)

I am enclosing check or money order for ___

Please send me ___ Bracers

My waist measurement is ___

Name ___

Address ___

City ___ State ___

My dealer's name and address is ___

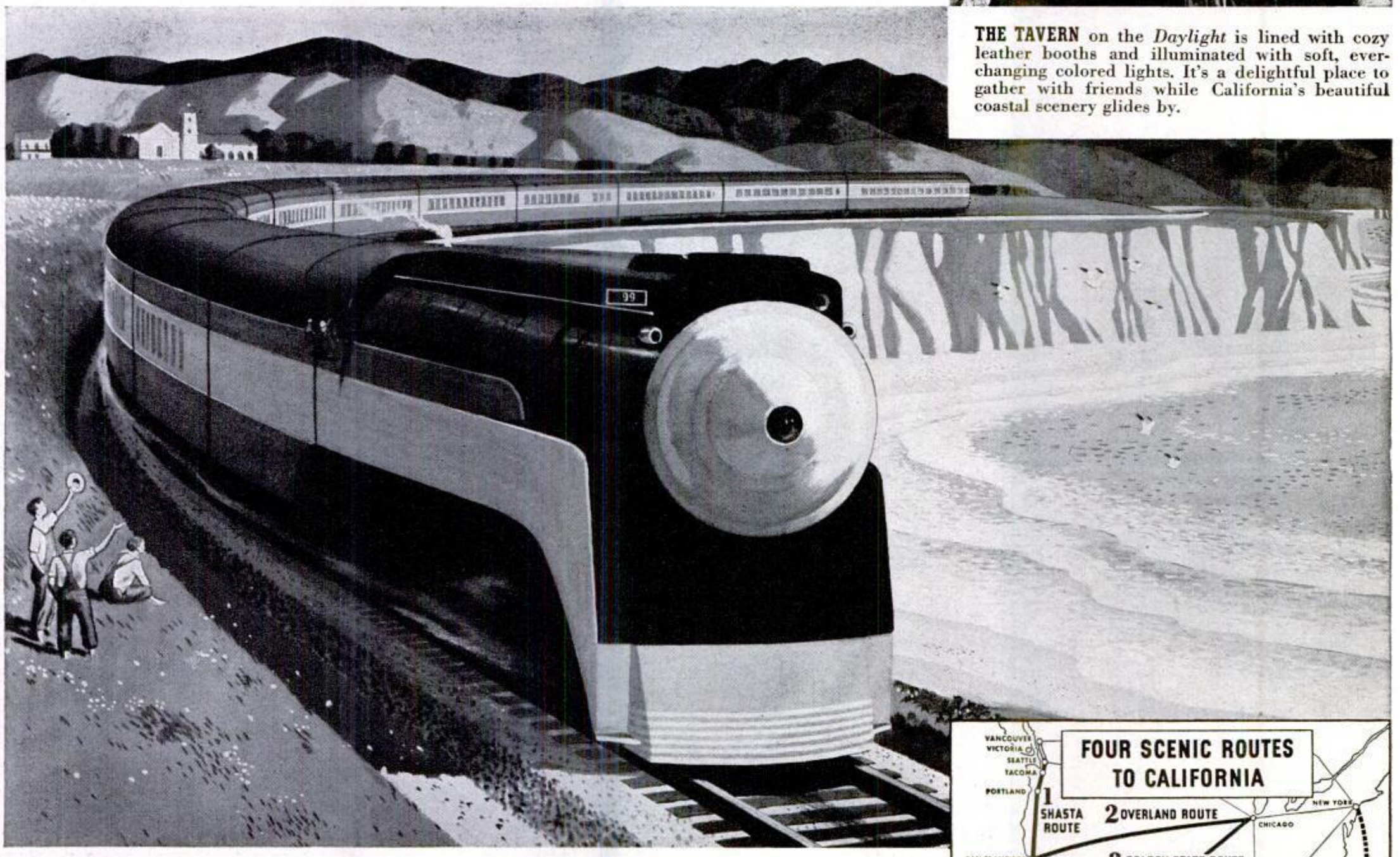
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RIDE THE MOST BEAUTIFUL TRAIN IN AMERICA

See a hundred miles of Pacific Ocean on your Southern Pacific California trip!



THE TAVERN on the *Daylight* is lined with cozy leather booths and illuminated with soft, ever-changing colored lights. It's a delightful place to gather with friends while California's beautiful coastal scenery glides by.



63,060 passengers in three months, 143,851 in six months, 198,540 in nine months! That's the impressive record of Southern Pacific's new *Daylight*, the most beautiful train in America. Every day this brilliant streamlined train speeds between Los Angeles and San Francisco over the route of the California Missions, through rolling mountains and rich valleys, following the very edge of the Pacific Ocean for more than a hundred miles.

Whether your Pacific Coast destination is Los Angeles, San Francisco, Portland or Seattle, you can include this *Daylight* trip in your ticket by going west on *one* of Southern Pacific's Four Scenic Routes and returning on *another* SP route (see explanation at right).

Costing more than $2,000,000, custom-built from stem to stern, the twin *Daylights* are the "flagships" of an impressive fleet of brand new trains recently placed in service by Southern Pacific. In the year just past, the thrifty *Californian* and *San Francisco Challenger*, the royal *Forty-Niner*, the new *Cascade*, the *Sunbeam* in Texas and the giant new streamliner *City of San Francisco* joined the *Golden State Limited*, the *Overland Limited*, the *Sunset Limited* and the other famous trains that serve the Southern Pacific West.

HOW TO SEE TWICE AS MUCH ON YOUR TRIP WEST

The *Daylight* is just one bonus you enjoy on a Southern Pacific ticket to the Coast. We have Four Scenic Routes to California (see map). By going on one of these routes and returning on another one, you see a different part of the United States each way. You see *twice as much* of California and the West as you would by going and returning on the same route. You enjoy the *Daylight* ride between Los Angeles and San Francisco. And from most eastern and mid-western places, such a "go one way, return another" SP ticket costs you not one cent more rail fare than the usual back-and-forth round trip.



FREE TRAVEL SERVICE! For Southern Pacific's liberally illustrated travel guide, *How to See the Whole Pacific Coast*, write O. P. Bartlett, Dept. LE-3, 310 So. Michigan Ave., Chicago. He will also send you a post card for you to mail if you wish a detailed routing, with costs. No charge for this service.

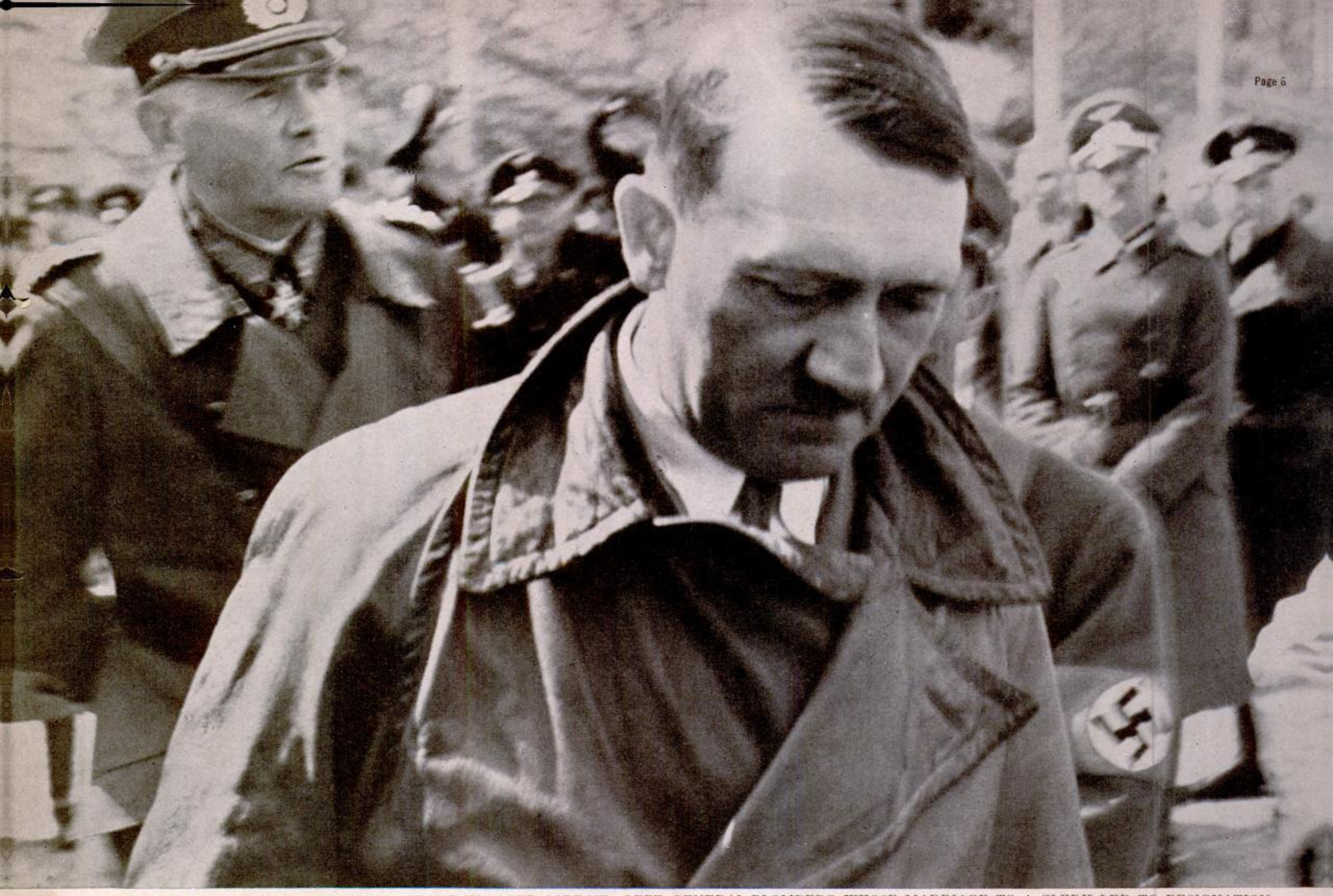
Southern Pacific representatives in principal eastern cities are authorities on the West. They will be glad to personally assist you plan your trip. See your telephone directory.

SOUTHERN PACIFIC

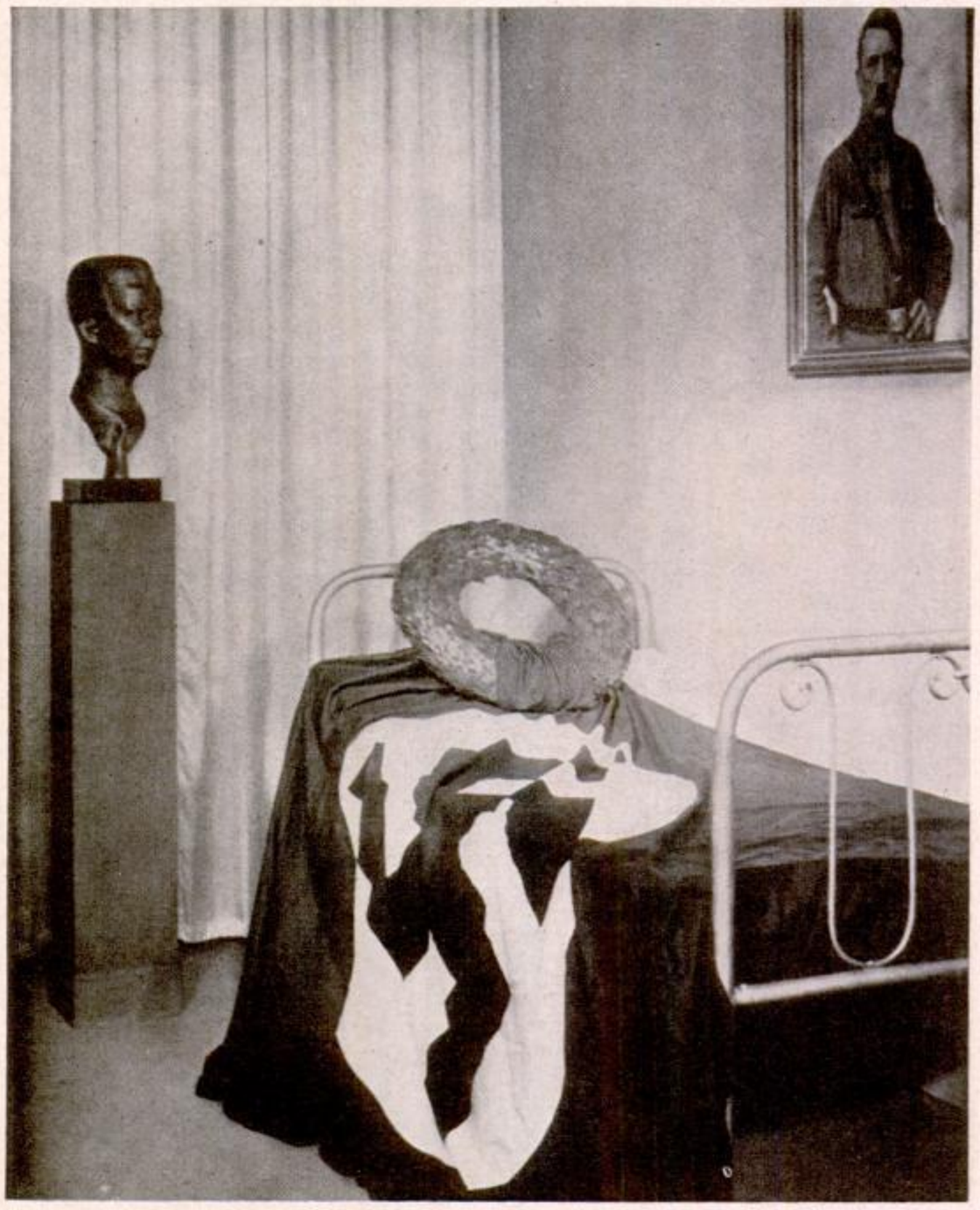
SOUTHERN PACIFIC LINES

THE WEST'S GREATEST TRANSPORTATION SYSTEM

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HITLER LOOKS AT HORST WESSEL'S GRAVE IN SOBER SORROW. LEFT, GENERAL BLOMBERG WHOSE MARRIAGE TO A CLERK LED TO RESIGNATION



Horst Wessel died, six weeks after he was shot, in this room in Berlin's Friedrichshain hospital, now a shrine. He died after he refused the services of a Jewish doctor.

SPEAKING OF PICTURES . . .

. . . THESE OFFICIALLY GLORIFY NAZI HERO

Nazi Germany has its own John Brown's Body, carefully chosen from the Nazi street-fighting casualties of the 1920's. His name was Horst Wessel. Today Adolf Hitler's eyes fill with tears (*above*) when he stands over Horst Wessel's grave. Horst Wessel's deathbed is a shrine (*left*). Now 73,000,000 Germans must sing the song he wrote, the *Horst Wessel Lied* (*right*). It is easy to sing and the words are stirring. The tune is an old German folk song.

Horst Wessel himself was just a brawler but his life had an "average Nazi" quality that posthumously won him Adolf Hitler's attention. His family was well-to-do, his father a well-known minister in a Berlin slum and a friend of Hindenburg. Young Horst prowled the sinister streets behind his father's church and early in his teens proved that he could outbrawl the slum children. A law student at the University of Berlin, he joined the Normannia student corps, then a monarchist group, the Bismarck League, then something called the Viking League that encouraged pugnacity. Finally, in 1926, at the age of 19, he discovered the Nazis. With an incredible appetite for trouble, he chose to be a Nazi Storm Trooper in Berlin's great Communist stronghold among the East Berlin tenements. He converted a Communist prostitute to Nazism and may have accepted some of her earnings. He was mortally shot one night in January 1930, by a Communist pander and boxer named Ali Hoehler either because Wessel's girl was competing with Hoehler's girls or because he had antagonized his tough and murderous neighbors or for his political opinions. On the last theory, the Nazi Government has executed two accessories to the crime and Hoehler died mysteriously in prison.

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THE HORST WESSEL SONG IS SUNG BY YOUNG NAZIS WHO ARE NOW ABOUT AS OLD AS HORST WESSEL WAS WHEN HE DIED

Die Fahne hoch (Horst Wessel Lied) — Volksweise



1. *Close up the ranks! Raise high our honored banner!*
The storm troops march with calm and steady pace.
Our comrades shot by Red Front and reaction
Amid our ranks in spirit keep their place.

2. *Make way, make way, here come the brown battalions!*
Make way, make way, the storm troop men are here!
Upon the Swastika the millions look with longing.
The day of freedom and of bread is near.

3. *At last, at last, we hear the bugle calling!*
It finds us armed and eager for the fray.
Soon Hitler's flags will fly throughout the nation,
Soon bitter slav'ry will have passed away.

The Horst Wessel song is the Nazi anthem. Primarily a marching song, it ranks officially with *Deutschland Uber Alles*. It is properly sung with the right arm outstretched.



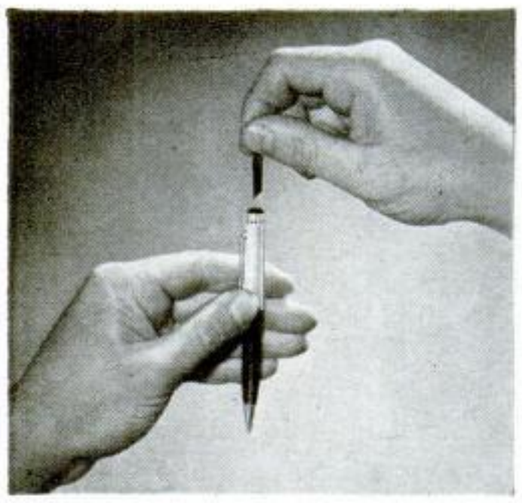
This official heroic picture of Horst Wessel in brown shirt is printed on a postcard that is sent up and down the Reich, from one sentimental Nazi to another, as a sort of *Heil!* by mail.

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New! THE PENCIL YOU CAN SHARPEN WITH YOUR THUMB!



Yes, sharpening the new Eversharp Repeating Pencil is just a matter of pressing your thumb. Press the top—and *click!* A new point appears! When one lead is used, press the top again and a new lead takes its place! Feeds lead continuously!



This new Eversharp Repeating Pencil holds so many leads that the average writer need refill it only twice a year. Just lift the top and drop in a six months' supply!



WARNING! This pencil operates only with Eversharp Square Lead—the lead that fits *any* mechanical pencil better, snugger—that can't slip or twist. Ask for it in the "Red Top" package . . . See this new Eversharp Repeating Pencil at your dealer's. Six beautiful models—$2 to $6.

THE NEW
WAHL-EVERSHARP
REPEATING PENCIL

Made by the makers of the famous Wahl-Eversharp Pen —the only pen with the "Self-Fitting" Point

SPEAKING OF PICTURES (continued)



Horst Wessel's grave in East Berlin's St. Nicholas cemetery was the scene of a funeral oration by Hitler three years late, after the Nazis came to power. This, in the centre of what used to be a solid Communist district, is now the No. 1 Nazi shrine.



The Song of Austria is *The Blue Danube* and here, at the Viennese memorial to its composer, Johann Strauss, sentimental old Viennese celebrated a year ago on the 70th anniversary of the great song. Today the Austria of *The Blue Danube* is dead.



IT WAS BIG NEWS

when Edison's first incandescent lamp was lighted, yet to-day's bulbs are far more efficient. * * Similarly, mass production to meet the world's file needs has enabled Nicholson to refine the processes of file manufacture . . . So that wherever metal is to be removed, men count on Nicholson brands for *12 perfect files in every dozen.* Nicholson File Company, Providence, R. I., U. S. A.



PATENTED

A FILE FOR EVERY PURPOSE

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Vol. 4, No. 13

LIFE

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March 28, 1938

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CONTENTS

HITLER TAKES AUSTRIA

The Little Corporal 11
Bloody Europe, 1870-1938 14
Hitler, Ally & Map 16
The Ride to Vienna 18
Goebbels & Reichsautobahn 20
Broken Lives 22
"One Folk, One Reich, One Führer" 24
Berliners Make Whoopee 26

THE NEW WAR IN SPAIN

The Abraham Lincoln Brigade 56
Happy Franco & His Womenfolk 58
Torpedo Explodes Cruiser 62

THE PHOTOGRAPHIC ESSAY

Lightning Made to Order 50
Unwed Mothers 31

MOVIES & THEATRE

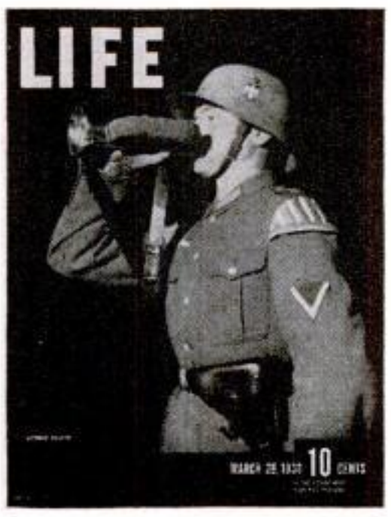
"Jezebel": Bette Davis Wears Red 44
"On Borrowed Time" 39
Stagecraft on Fifth Avenue 28
Romans in Nebraska 42

SPORT

Smith Girls Swim the Accordion 40
King George & Boxers 64

OTHER DEPARTMENTS

Letters to the Editors 2
Speaking of Pictures: Nazis Sing Horst Wessel Song 6
LIFE Goes to a Party with the Sweetheart of Sigma Chi 66
Pictures to the Editors 70



LIFE'S COVER: The German Reichswehr bugler on the cover was photographed in musical action at a training camp near Berlin by Wolfgang Weber, 36-year-old cameraman, whose Ethiopian colonization pictures appeared in LIFE, Oct. 18. This military musician belongs to a guard regiment and has the rank of "Gefreiter" which is roughly equivalent to lance corporal. The triangular insignia on his sleeve denotes his rank and he sports the Prussian eagle on his helmet. Like all other musicians in the German Army, he carries a pistol but no rifle.

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PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Rex Hardy Jr., Bernard Hoffman, Thos. D. McAvoy, Carl M. Mydans, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Lincoln Barnett, Alan Brown, David Cort, Mary Fraser, Andrew Heiskell, Geoffrey T. Hellman, Wilson Hicks, Dorothy Hoover, Joseph Kastner, Hubert Kay, Alexander King, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Maria Sermolino, Joseph J. Thorndike, Jr.

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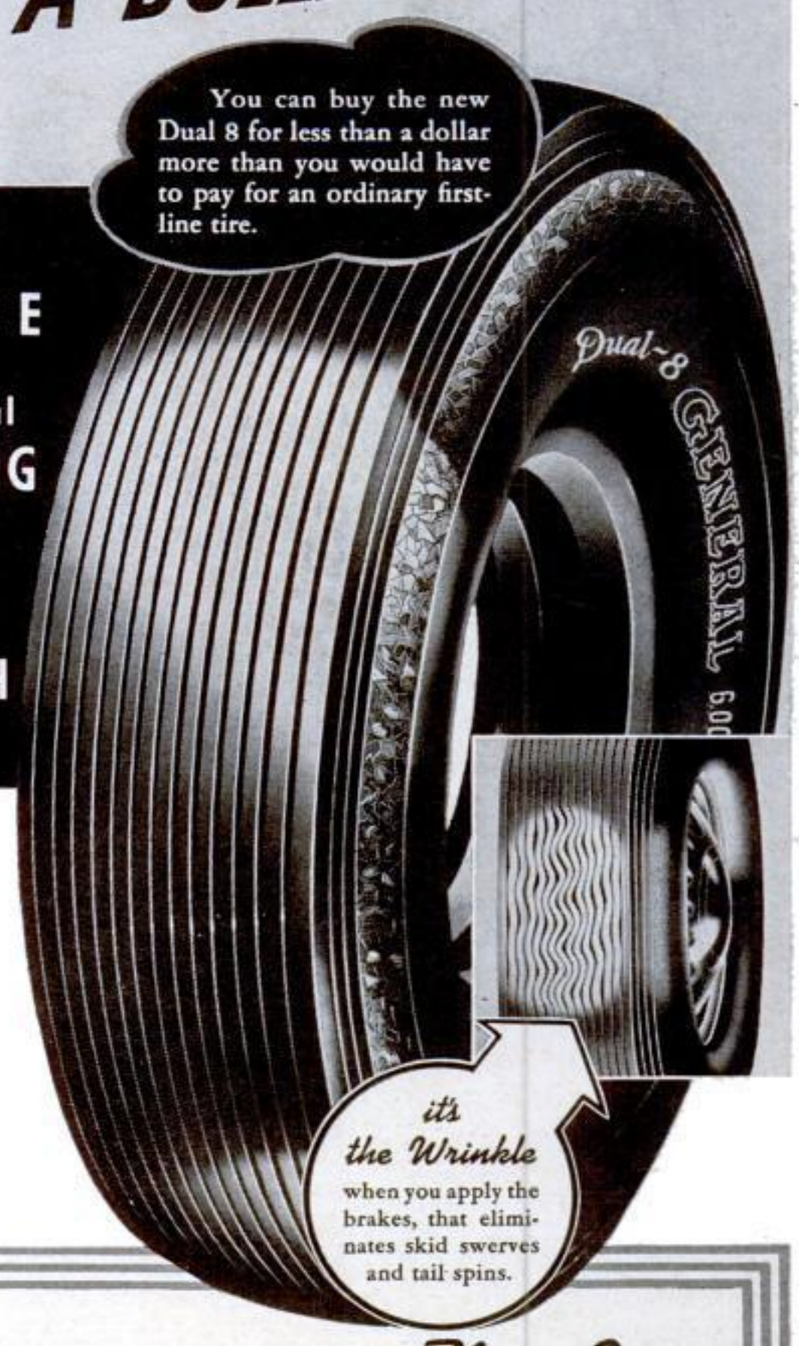
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LIFE

Vol. 4, No. 13 MARCH 28, 1938



THE AUSTRIAN CORPORAL WHO KEPT ON FIGHTING AND FINALLY WON THE WAR

One of the 100,000,000 Europeans speaking German in 1914 was the inconspicuous Austrian, Adolf Hitler. When War came, he joined, not his native Austrian armies, but the mighty armies of Germany. Above, right, he is seen in 1916 with two comrades of the 16th Bavarian Reserve Infantry, and dog. He fought bravely. But his side lost. In 1918 the German war lords were through. Some, like Ludendorff, ran away. But single-minded, mystical, wordy Adolf Hitler hardly knew the War was over. He accepted as final not one word of the Treaty of Versailles. He fought the War for 20 more years. On March 11, he yanked Austria into the Third German Reich and, in the words of a hundred newspaper correspondents, "won the World War single-handed." What Charlemagne, all the Emperors of the Holy Roman Empire, Metternich, Bismarck and Wilhelm II had not been able to do, the low-born Austrian had done—united the Germans under one flag.

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ADOLF HITLER WAS BORN IN ROMANTIC PREWAR



Hitler's father (real name Alois Schicklgruber) was a petty Austrian customs official.



Hitler's mother, Klara Pölzl, was Alois' cousin, his third wife, and first wife's maid.



Hitler's birthplace in Braunau, Austrian bordertown (April 20, 1889), is now a pink-plastered tavern.



Real Baby Adolf was this staring black-haired boy who was spoiled by his ailing, neurotic mother.



False Baby Adolf is this picture published by the Chicago *Tribune* and indignantly repudiated by the German consulate.



When Germany went to war, young Adolf Hitler stood in a packed Munich square, Aug. 2, 1914, cheering wildly (see enlarged inset of his encircled face). A failure at art, at architecture, at house-painting, at selling picture postcards in Vienna, he had recently come to Munich, driven even then by Pan-Germanic dreams. The War, he writes in *Mein Kampf*, ". . . came like a redemption from the vexatious experiences of my youth. . . . In a transport of enthusiasm, I sank down on my knees and thanked Heaven from an overflowing heart." He volunteered in the Bavarian army, became a lance corporal and a dispatch runner. Germany's final defeat found him gassed in a military hospital, where he turned his face to the wall and wept. In his subsequent 20-year struggle to world power, Hitler never set foot on his native land until his triumphal entry into Vienna, March 14. In fact, like his idol Bismarck, he disparaged things Austrian. Despite his complete identification with the fate of Germany, Hitler remains an Austrian dreamer wedded to a Bismarckian Prussian philosophy.

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AUSTRIA BUT ENLISTED IN KAISER WILHELM'S ARMY



Vienna in 1880 was perhaps the gayest, best-loved city in the world, with the possible exception of Paris. Until the World War it remained a city for the rich and well-born, overrunning with uniforms, decorations, prostitutes, fine beer, magnificent waltzers, musicians. Its women were the beauties of Europe. It was the cultural capital of the German-speaking world, though the power had passed to dreary, efficient Berlin. As a youth Austrian Hitler never liked Vienna, wrote in his *Mein Kampf* that he learned to hate Jews there.



Franz Josef I, Emperor of Austria and King of Hungary, had Europe's second longest reign—68 years, four years less than France's Louis XIV. A stiff, suspicious, thoroughly honorable prince, he expected at best from the World War "a blackeye for Austria."



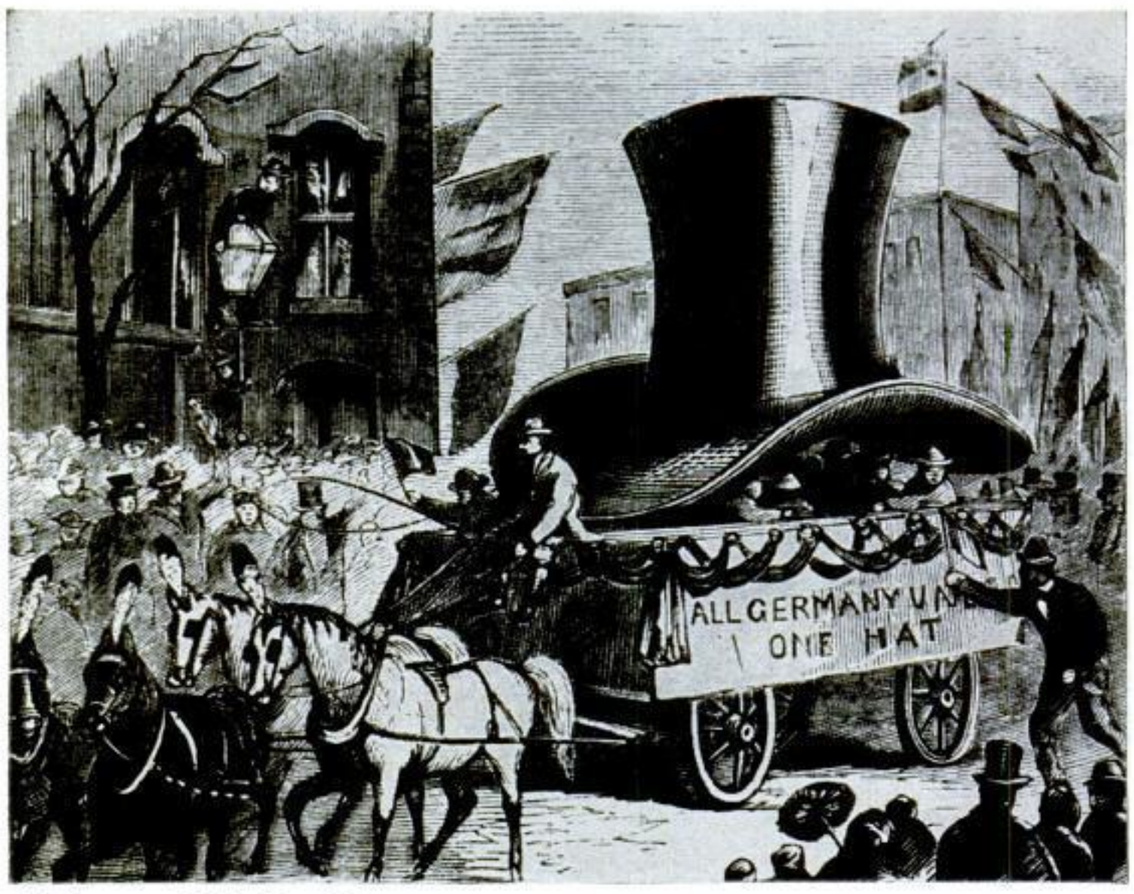
Wilhelm II, "The All-Highest," Emperor of Germany, took the great, beautifully-run Germany Bismarck had given him, and flung it to disaster in the World War. Hitler fought for him, saying: "In my eyes it was not Austria . . . but Germany fighting for her life."

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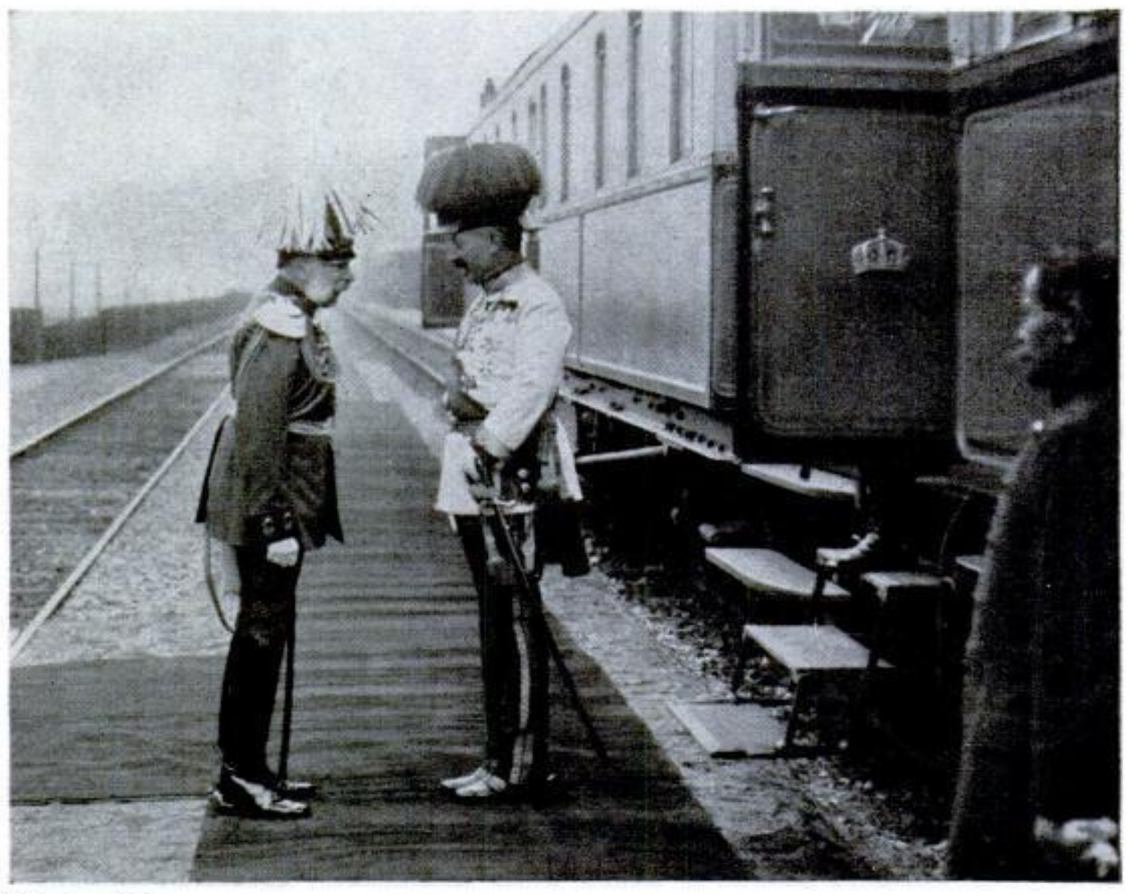
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Prince Bismarck was the Prussian squire who created the German Empire, crushed France and made Berlin instead of Vienna the capital of the German-speaking world. In 1870, as perhaps again, France was so alarmed by the union of the German kingdoms that she provoked and declared the War of 1870. *Above*, Bismarck at Versailles in 1871 tells the French politicians Jules Favre (*centre*) and Adolphe Thiers (*right*) that France must give up Alsace-Lorraine. At the same time and place the King of Prussia was given the title of Emperor (Kaiser) of Germany, with the reluctant consent of the Kings of Bavaria and Württemberg. Five years before, Bismarck had soundly trounced Austria-Hungary in the War of 1866.



All Germany Under One Hat was the slogan invented by Germans in New York City, the world's fourth German city in April 1871 after Bismarck's triumph. Newspaper editors observed that the parade was un-American, because all of the 60,000 marchers kept in step.



The two Kaisers in 1908. Germany's Wilhelm II (*right*), 49, has come to Austria-Hungary's Franz Josef, 78, in a crown-encrusted train, debarks at the station at Hetzendorf outside Vienna. Austrian aristocrats looked on the up-&-coming Prussians as barbarian upstarts.

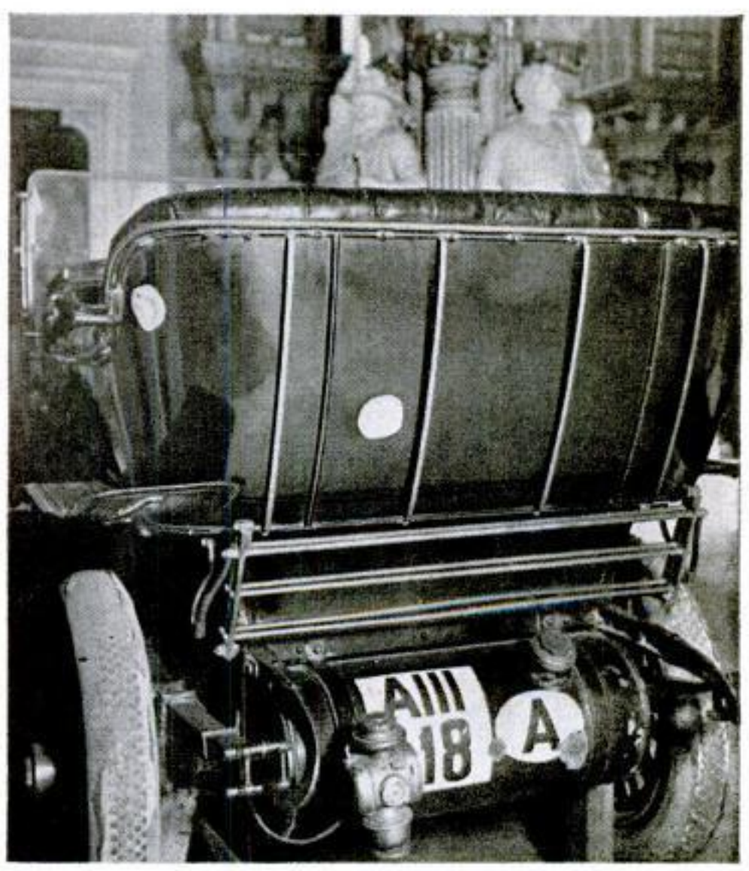
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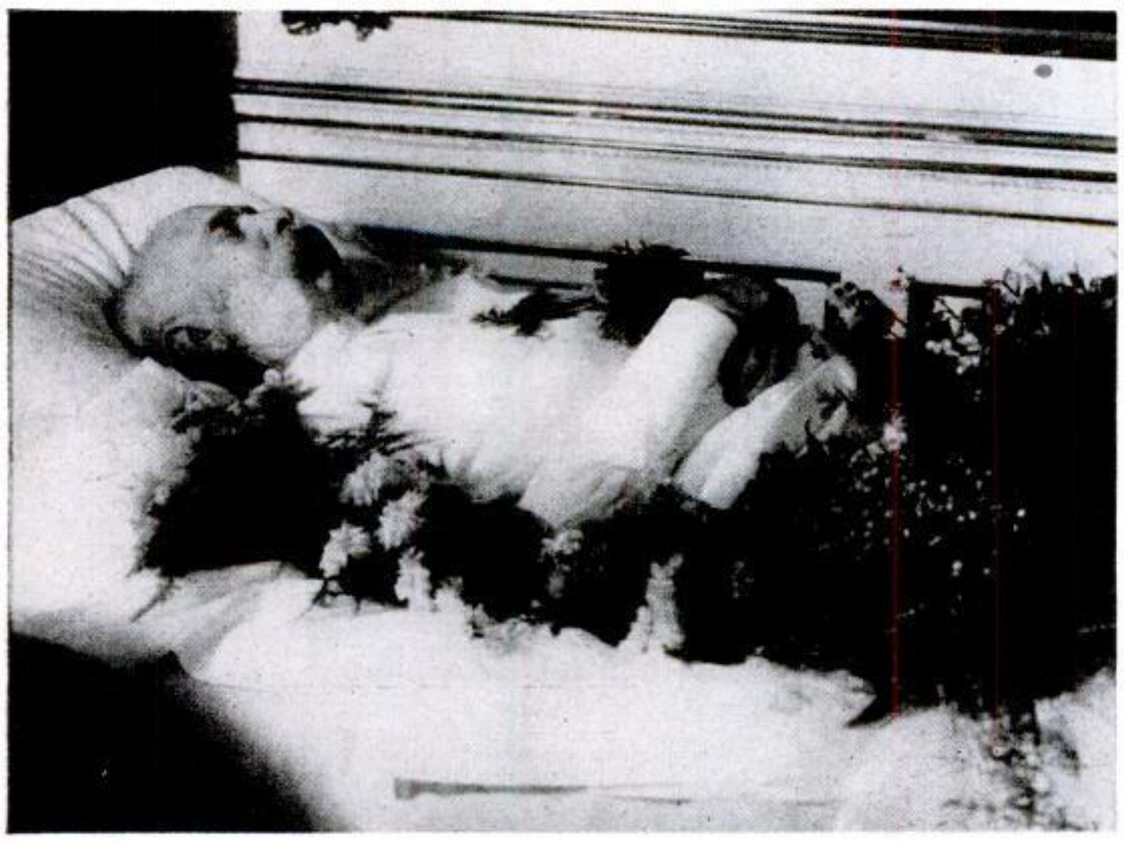
In the Balkan slum of Sarajevo on June 28, 1914, heir to the throne of the Austro-Hungarian Empire, Franz Ferdinand, and his morganatic wife stepped into a car on a sunny day.



An hour later, his coat looked like this. A Serbian's bomb had blown the Archduke and wife to kingdom come. Austria sent Serbia an ultimatum and the World War was on.



The death car is still preserved in Vienna, as the witness of the event that opened the world's greatest disaster and closed the 938-year-old history of the Austrian Empire.



The death of His Catholic Majesty Franz Josef, symbolically marked the end of the Habsburgs' Empire. He had reigned 68 years. Accused of tyranny, he had run a relatively democratic agglomeration of peoples with universal suffrage and a top-heavy bureaucracy.



The last Emperor, Karl I, who succeeded his granduncle, Franz Josef, in 1916, fled Austria in 1918 after the Armistice. Above, with his wife Zita (*see p. 22*) he stops at a Hungarian way station to pray for Austria and himself. His abdication was not called for by the peace treaties.



Murdered by Nazis in 1934 was little Chancellor Engelbert Dollfuss, next to last guardian of a free Catholic Austria. Nazis, holding the Chancellery against Schuschnigg's loyal troops, let him bleed shirtless to death on a yellow sofa (*above*), covered today with a swastika banner.



Last true Austrian was cold, unfrightenable Chancellor Dr. Kurt von Schuschnigg who on March 11, to avoid a futile stand by the little Austrian Army against the mighty German Army, resigned. Above is his last review of the Austrian Army on March 9, in Innsbruck.

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THE DREAMS OF ADOLF HITLER AND BENITO MUSSOLINI

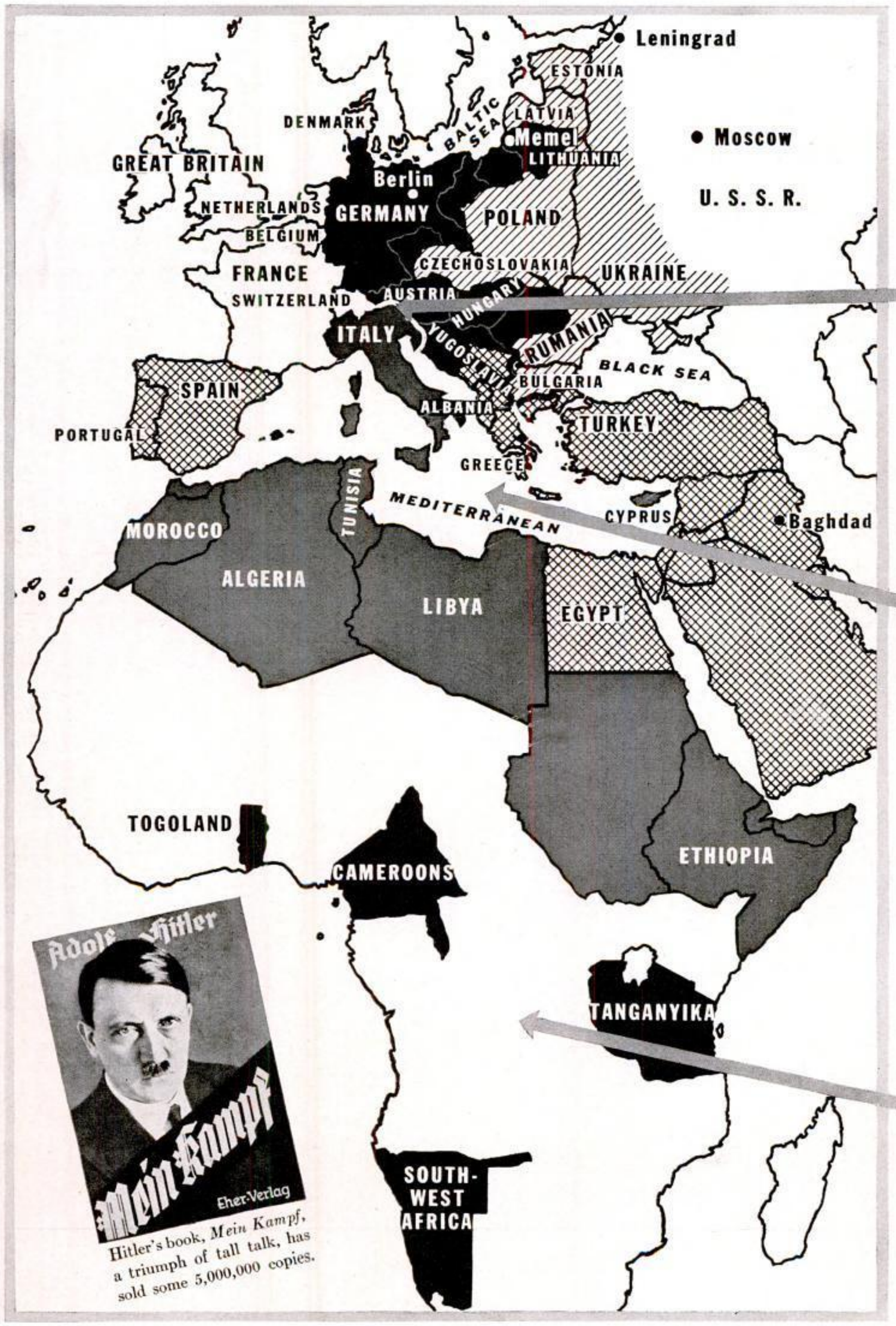
There is no secret about what Adolf Hitler wants to do to the map of Europe. Most of it is set forth in his book, *Mein Kampf*. He hopes to get it without fighting France and England. The only war he wants is a war with Soviet Russia.

Hitler's next large objectives are Hungary and Poland, surrounding Czechoslovakia. Hungary may come into a customs union with Germany whence now come her machines. Germany would take over Hungary's claims to lands given Yugoslavia and Rumania after the World War.

The Hungarians are called "the Prussians of the South." They are warlike. The Rumanians are scared sick by them. In Poland, Hitler would support the faction headed by Foreign Minister Beck that wants a Fascist coup d'état to keep down a miserable peasantry and an underground Communist movement. Germany would take back the Polish Corridor in exchange for a promise of a Polish outlet to the sea farther north. Germany would take back its own Memel and "Germanic" Lithuania.

By this time the realistic Czechs would probably have joined a German customs union and perhaps even given Germany the border strip of Germans. The population of the German Reich would then be 115,000,000. The next step would be war with Russia, striking toward the Ukraine and toward Leningrad. The German General Staff thinks it cannot miss.

Mussolini has no intention of forgetting his dream of "*Mare Nostrum*" —Our Sea, The Mediterranean. His only hope of owning the Mediterranean lies in a full-dress war with England and France, with Germany as his ally. If Germany will not fight England and France, Mussolini has no hope. Mussolini's sphere of influence in Europe would be Spain, Portugal and the lower Balkans. In North Africa he would get all the British and French domains bordering the Mediterranean and the lands connecting them with Ethiopia, plus French Corsica and British Cyprus. Germany would at the least get back its African colonies. What more it would collect, in case of such a victory, in western Europe, none can say.



Hitler's book, *Mein Kampf*, a triumph of tall talk, has sold some 5,000,000 copies.



The Brenner Pass is the gateway from Germany into sunny Italy. Last week Hitler publicly vowed not to rape Italy.



Mussolini's wall maps in Rome show the old Roman Empire's rise and decline and modern Italy's rise as an Empire.



Hitler's floor map shows German boys "Germans" scattered over Europe and (*foreground*) the lost colonies in Africa.

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On a make-shift stand, (*above*), Heinrich Himmler, chief of Nazi secret police (saluting, right) and General Wilhelm Keitel (front row, left) review Nazi troops entering Vienna.

Mechanized to the teeth, Nazi soldiers (*below*) complete the bloodless conquest of the capital of the old Austro-Hungarian Empire in armored cars, trucks and motorcycles March 13.



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In a six-wheeled army car Hitler is driven March 15 through Viennese boulevards jam-packed with half a million cheering Austrians. Behind him, in civilian clothes, sits Arthur Seyss-Inquart, new Nazi Governor of Austria. "I report before history the entry of my homeland into the German Reich!" thundered the Austrian-born Führer to his new subjects.

THE ENTRY INTO VIENNA ROCKS EUROPE

Herbert Hoover, humanitarian hero of Europe in 1919, decided to investigate the Europe of March 1938, visited ten nations in 30 days, was everywhere greeted by leading statesmen and concluded: "I do not believe a widespread war is at all probable in the near future. There is a general realization everywhere ... that civilization as we know it cannot survive another great war." In view of the cataclysmic events that dogged him around Europe, this was a triumph of keeping-calm.

On March 13 the capital of the independent Austria he had left a few days before had succumbed before Hitler's motorized troops (*opposite*). Two days later, while parade after parade swarmed through the boulevards, Hitler himself rolled triumphantly into Vienna. The super-efficient Nazi machine had steamrollered old Austria into a subordinate province of the German Reich.

On March 18 the Poland Hoover had just left shouted for war to make Lithuania become more polite. Lithuania, yielding to the threat of force, did so.



Hoover told Hitler (*above*) March 8 that America does not believe social progress is possible without intellectual liberty. Unconcerned about intellectual liberty, Viennese housewives like those in the taxi below turned into streets by thousands to cheer Nazi troops.

Three young American girls in fur coats join Vienna's 500,000 celebrants. Swept away by the crowd's delirium, they too make the Nazi salute. They are, left to right, Sarah Tanner of South Carolina, Marilee Tullis of New Orleans, Edith Hancock of Virginia.





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GOEBBELS' TEXT: "IN THE BEGINNING WAS THE WORD AND THE WORD WAS GOD"



"The most dangerous man in Europe" is the flattering title many observers give the father reading (*above*) to his daughters Helga, 5 (*left*), and Hilde, 3. He is Dr. Paul Joseph Goebbels, 43, Hitler's Minister for Propaganda and Public Enlightenment. His job is to keep 73,000,000 Germans perpetually excited about their destiny as Germans, trustful of the Führer, hating Jews and Communists. Personally he likes nobody, is liked by nobody, runs the most efficient Nazi department. He honestly believes the human spirit is naturally a morass, that the democracies are "stupid cows going to the slaughterhouse." He has a deformed body and a club foot, a beautiful wife and four children.

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Action and talk are the twin screws of Fascism. In Germany, the endless rain of talk is supplied by Goebbels (*opposite*). But, toward the day for action, the German Army has crisscrossed Germany with the world's most magnificent skein of roads, the *Reichsautobahnen*. These are to run for 5,000 miles in two 25-foot tracks, divided by 16 ft. of lawn, with no crossings. Four cars can run abreast on each section. There is no speed limit. Six hundred miles have thus far been finished by the German unemployed. These lead straight to the borders of Austria, Czechoslovakia, Poland, France, Belgium, The Netherlands and to the Baltic. In case of another World War, Germany would be fighting once again on interior lines, able to move armies quickly from front to front.

Also toward the day of action, Hitler told Germany in *Mein Kampf* that it must borrow the propaganda devices of the U. S. and England in the last War.



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LIVES

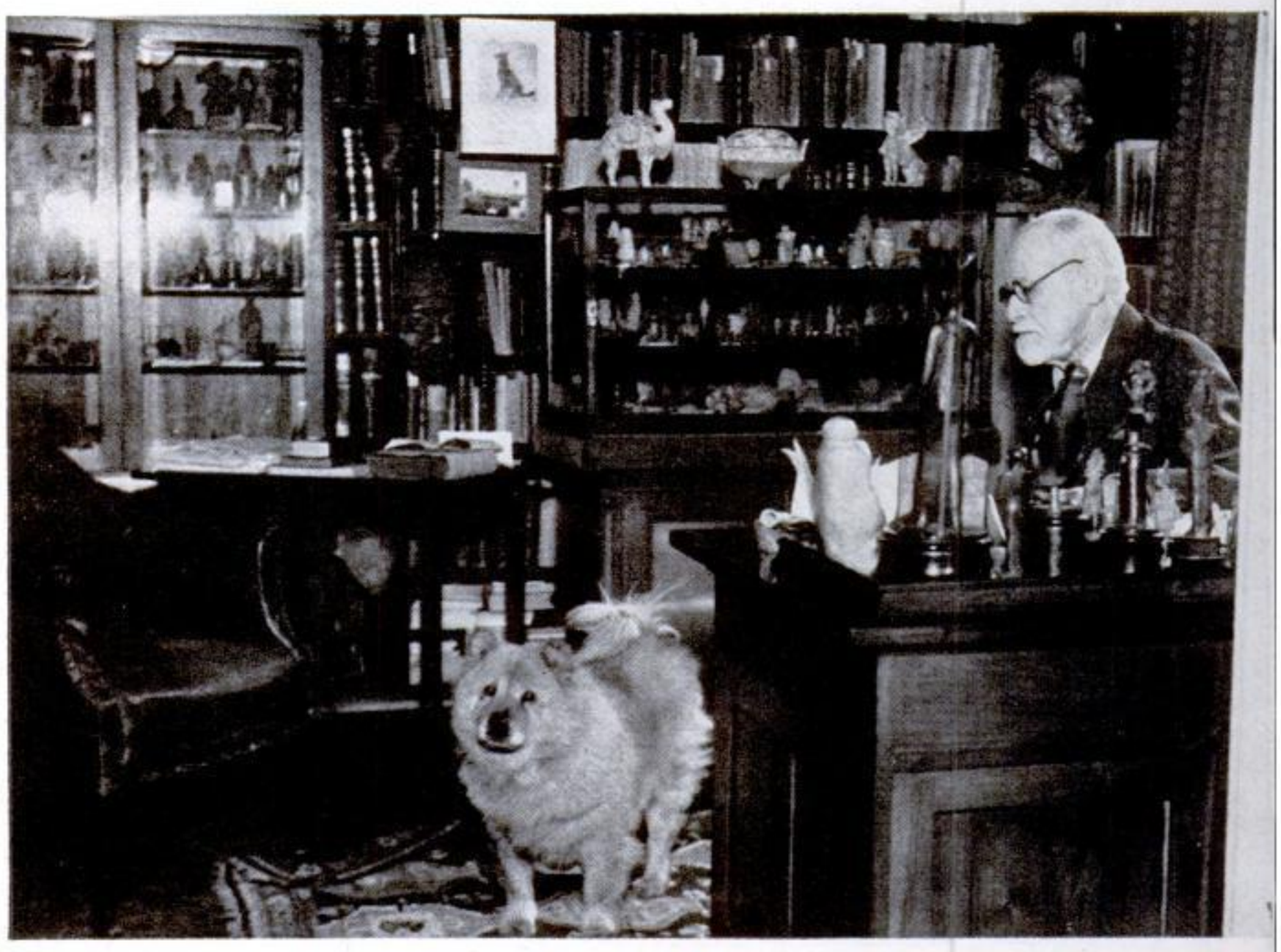
Broken by the Nazi Conquest of Catholic, Jewish, Monarchist Austria



Empress Zita, 45, indomitable mother of Archduke Otto, 25, prayed all night in a Belgian chapel, broken by her son's lost Restoration, the confiscation of all Habsburg properties, only returned to her in 1935.



Chancellor Schuschnigg, held for a treason trial, was neither jailed nor exiled from Vienna. His 11-year-old son, Kurt, was held a hostage for his father's good behavior; 2,000 of Schuschnigg's followers were jailed.



Sigmund Freud, 81, inventor of psychoanalysis, pioneer explorer of the subconscious mind who added "libido" and "complex" to the world's vocabulary, and greatest of Viennese Jews, was too sick for days to be told of the downfall of Austria. When he recovered, the frontiers were closed to all Jews trying to escape.



Emil Fey, onetime Vice-Chancellor of Austria, World War hero, bitter opponent of Nazis and Communists, saw Chancellor Dollfuss bleed to death from Nazi bullets in 1934. While he held power, he gave no quarter. Denied entrance to his own office last week, he went home and shot to death his wife, his son, and himself.

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Hannes Schneider, the world's most popular skiing instructor, is a Jew. He was promptly jailed and a Nazi promptly took over his job.



Baron Louis de Rothschild, who is head of the Austrian branch of the greatest banking house in Europe, was jailed and held for trial.



War on Free Masons is a cardinal Nazi crusade. Above, the Nazis exhibit the Johannis Master Lodge altar, emphasizing parts of the ritual that have an Old Testament flavor, including the Jewish Star of David over the altar. Many Austrian Free Masons were jailed.



Burgomaster Karl Schmitz, was known as "the man who stole Vienna," when under Dollfuss he ousted Socialist Mayor Karl Seitz. Arrogant and vain, he was considered safe under a Nazi regime because of his hatred of Jews and Socialists, yet last week he was charged with treason.



The War on Jews reached Vienna March 11 with the advance guard of German Nazi bigwigs. Jews were beaten, spat on, ejected from their newspapers, theatres, stores, all in accord with the Nazi explanation that the Jews ruined the Germans. Above is an exhibit in the Munich Anti-Semitic Show, showing notable Jewish faces and, beneath, plaster models of "Jewish" features: lips, nose. The poster below reads: "I, GREAT-GRANDSON OF MORDECAI—MARX GAVE YOU MY SYMBOL"—the arrows of Germany's Social Democratic Party.



Heinrich Neumann, Vienna's most famed ear surgeon. The Duke of Windsor, a patient, begged Hitler personally for his release from jail.



Bruno Walter lost his job as Vienna Opera Director, just renewed for three years, to a Nazi. Nazis drove him from Germany in 1933.



AUSTRIA DISAPPEARS INTO ONE GERMAN REICI

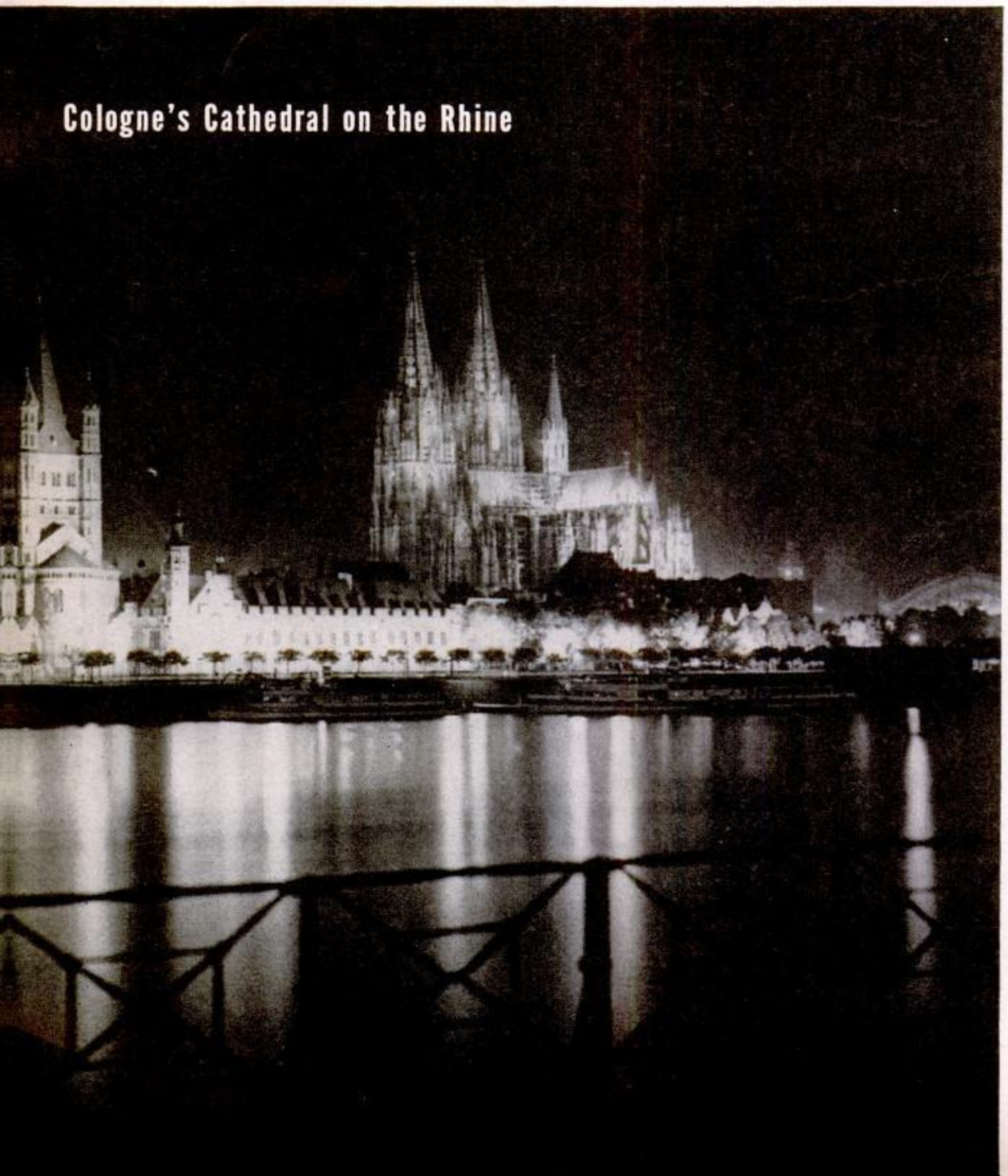
Adolf Hitler's Four-Year Plans for Germany



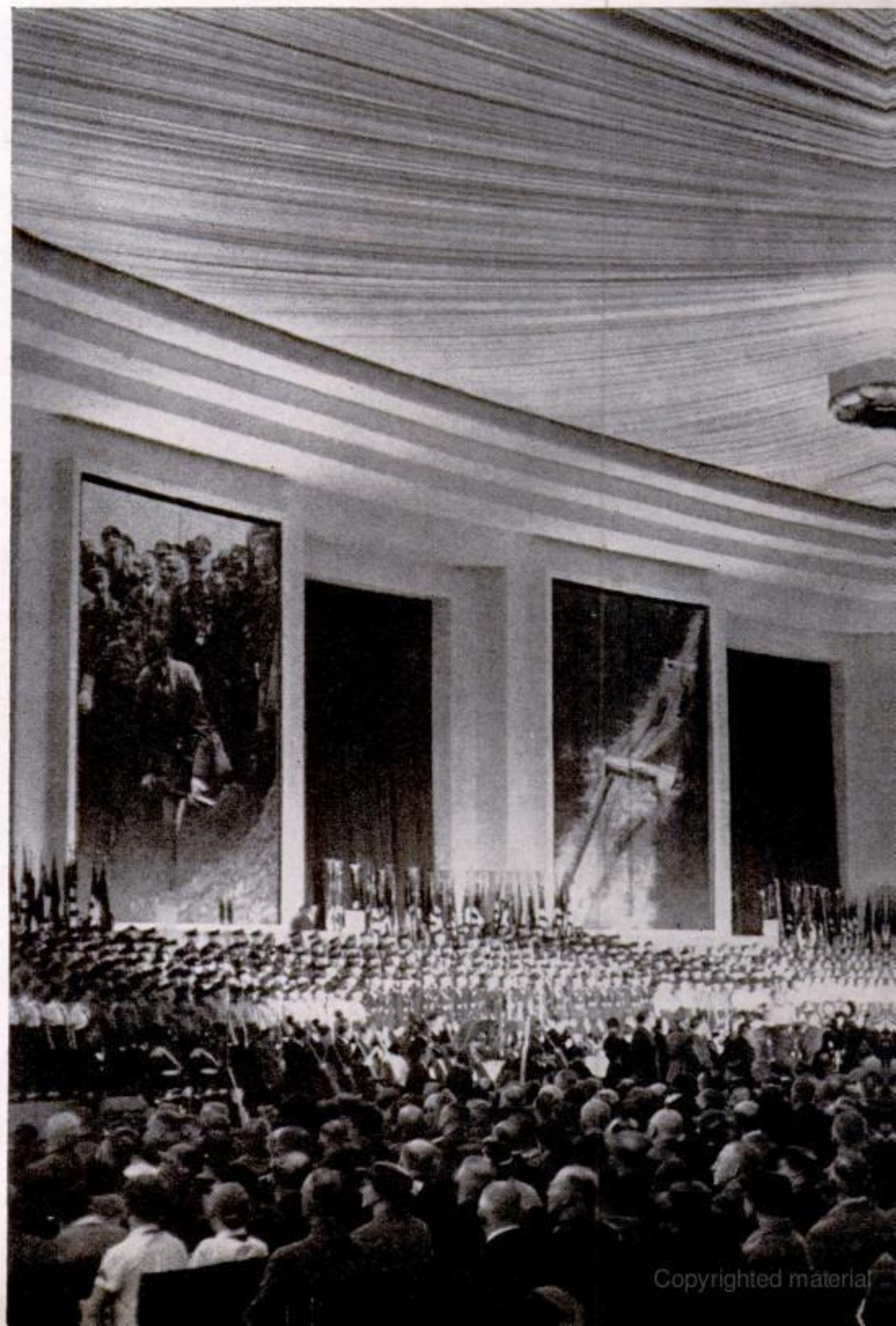
More babies is the point of this German statue. Hitler wants 80,000,000 Germans in Europe to propagate 250,000,000 Germans within 100 years, rule Europe and perhaps the world for the next thousand. This concept, that a great nation is a baby-spawning nation, he shares with Italy's Benito Mussolini.



Beautiful Germany has been given two Four-Year Plans. They provide for military highways toward all borders, economic self-sufficiency, work for every man, more babies. The second Plan ends in October, 1940. Hitler's Plan slogan is "Give Me Four Years' Time." His propaganda for the Four-Year Plans was presented at the Four-Year Plan Exhibition in Berlin, whose Picturebook Hall is shown below.



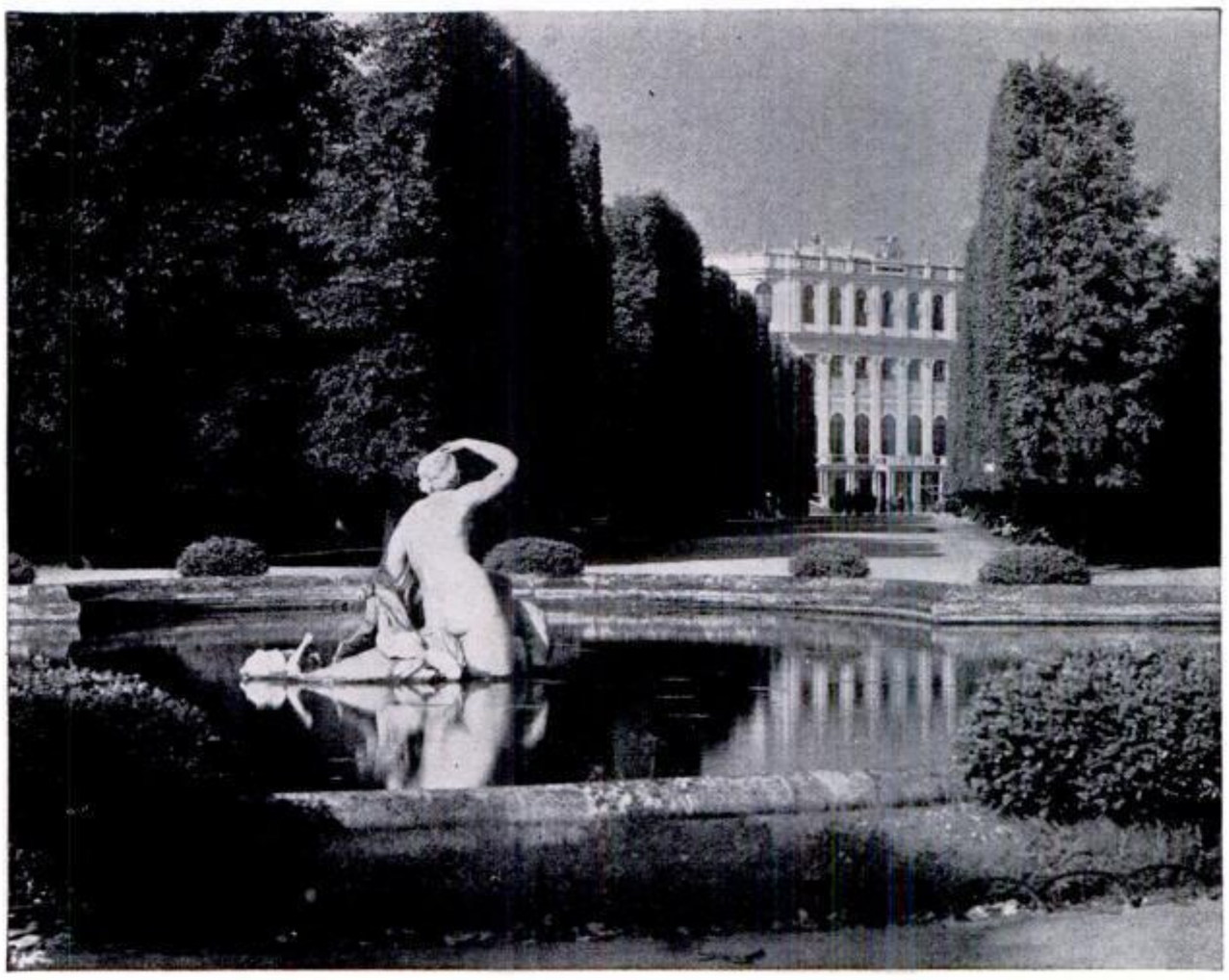
Cologne's Cathedral on the Rhine



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FROM "COLOGNE TO KÖNIGSBERG TO VIENNA"

Takes in 7,000,000 More Germans in Austria

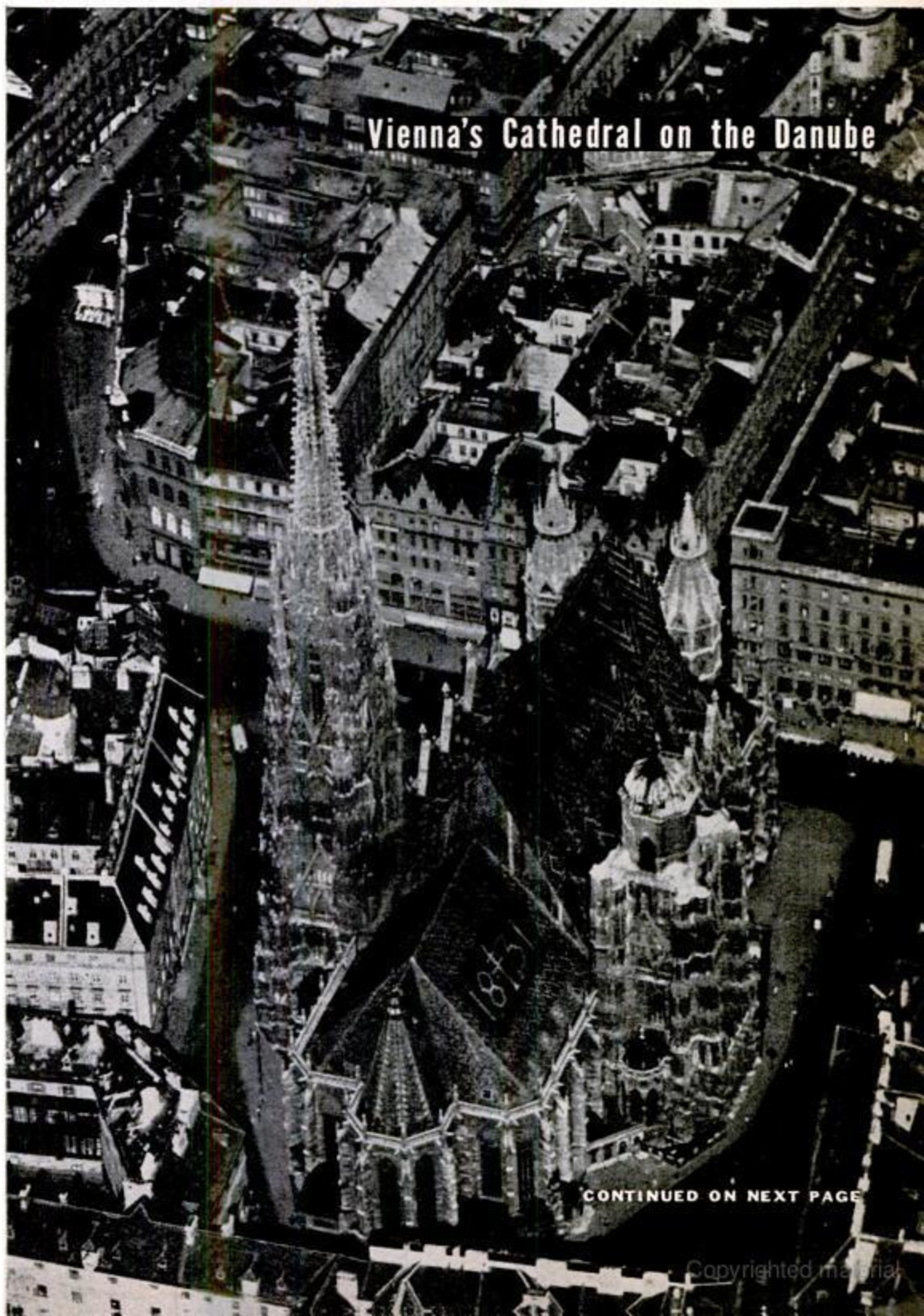


Schönbrunn Palace, magnificent, 1,500-room summer home of the Habsburg Emperors of Austria-Hungary, is now part of Germany, like the Cologne Cathedral (*opposite, lower left*), Vienna's Cathedral of St. Stephan's (*lower right*) and a thousand other palaces and cathedrals from the Danube to the North Sea. The remnants of two great pre-War nations are now united to make one greater German nation.



German women, like this artists' model, are told by Nazis not to use cosmetics because cosmetics are a form of "sly Jewish eroticism" to make Jewesses attractive to Aryan Germans. This rule was promptly enforced on Vienna's beautiful women whose beautiful skin and judicious use of make-up are famous.





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THE CAPITAL OF HITLER'S EMPIRE

Through the lean and frantic post-War years, Berlin flaunted the wildest, most spectacular night life to be found anywhere in Europe. Prudish Adolf Hitler put a quick stop to its homosexuality and debauchery. He dulled, though not completely, the capital's evening pleasures. But Berlin's night life is reviving now and reassuming the champagne swank which befits the capital of an expanding empire.

Berlin's post-War whoopee was deliberately fashioned in the '20s to



Berlin's café society and its international set take their night life at places like the Jockey Club (*above*) where they can dance, drink champagne and listen to a popular pianist.



Berlin's middle class never cared much for hectic night-club life. What it likes are the long, money's-worth, two-a-day vaudeville shows given at the big music halls. The scene

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REVIVES ITS GAY NIGHT LIFE

attract tourists who usually find Berlin lacking in quaint tradition and picturesque charm. City authorities took the lid off all regulation. Unrestrained, the decadent night life flourished, became world-famed for its disillusioned corruption and hysteric gaiety. Tourists were immensely shocked and delighted. When Hitler purged the fetid spots in 1933, tourists were discouraged but Berliners were not distressed. They had always preferred the beery *gemütlichkeit* of their cafés and music halls.



Berlin's gayest set—actors, musicians, writers, army officers—attends the annual Press Ball. At its shooting range (*above*) are a singer, a lieutenant, an actress and a director.



above is the finale of the show at the Scala, where the dancer at the left is performing. The lady and the two-man tiger at right appear at Scala's big rival, the Winter Garden.

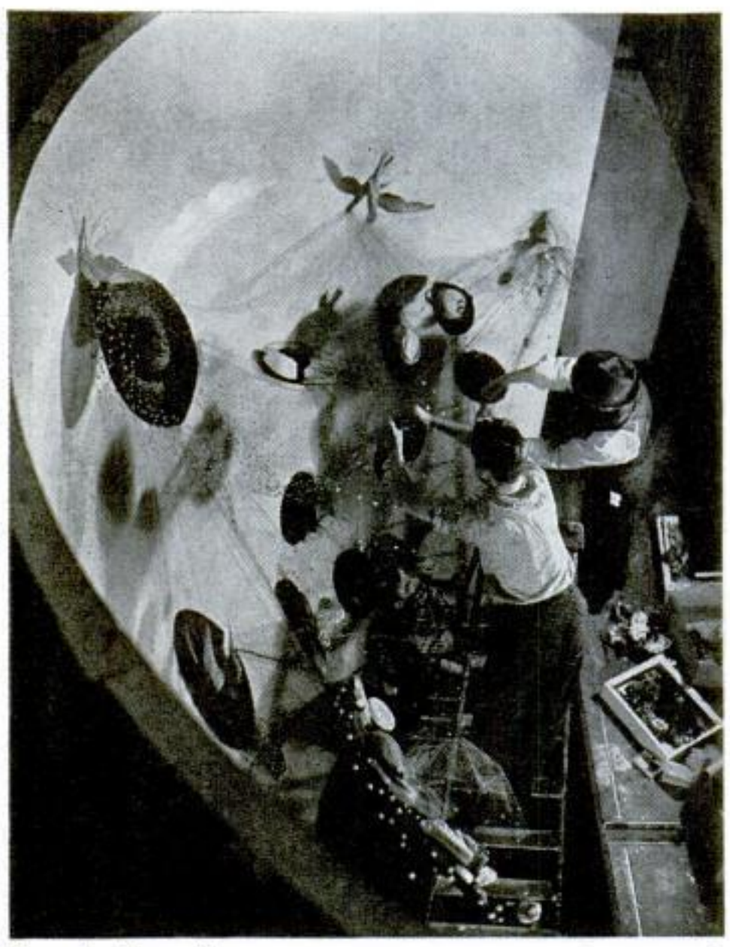


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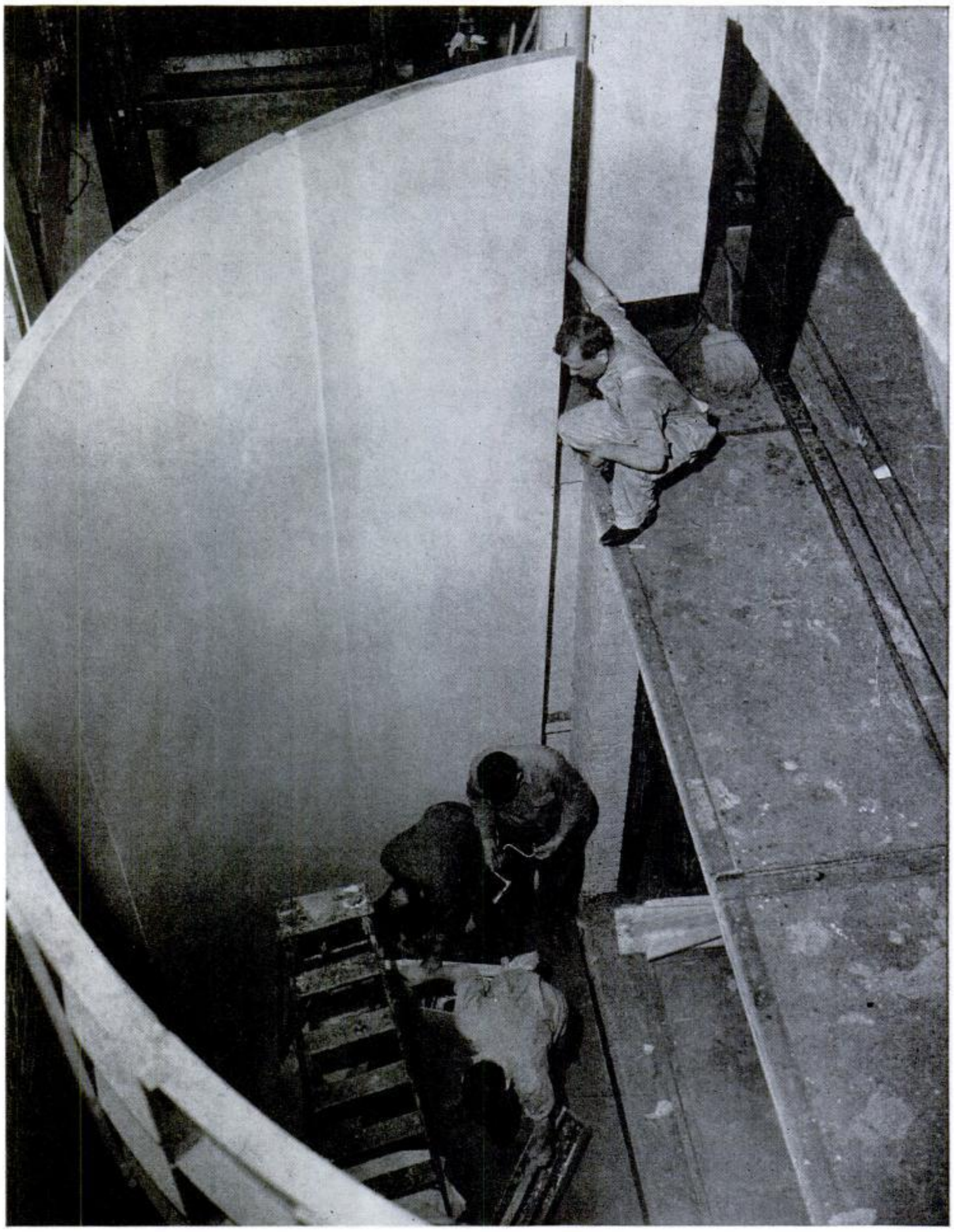
LORD & TAYLOR'S FIFTH AVENUE WINDOWS ARE DRESSED IN THE CELLAR

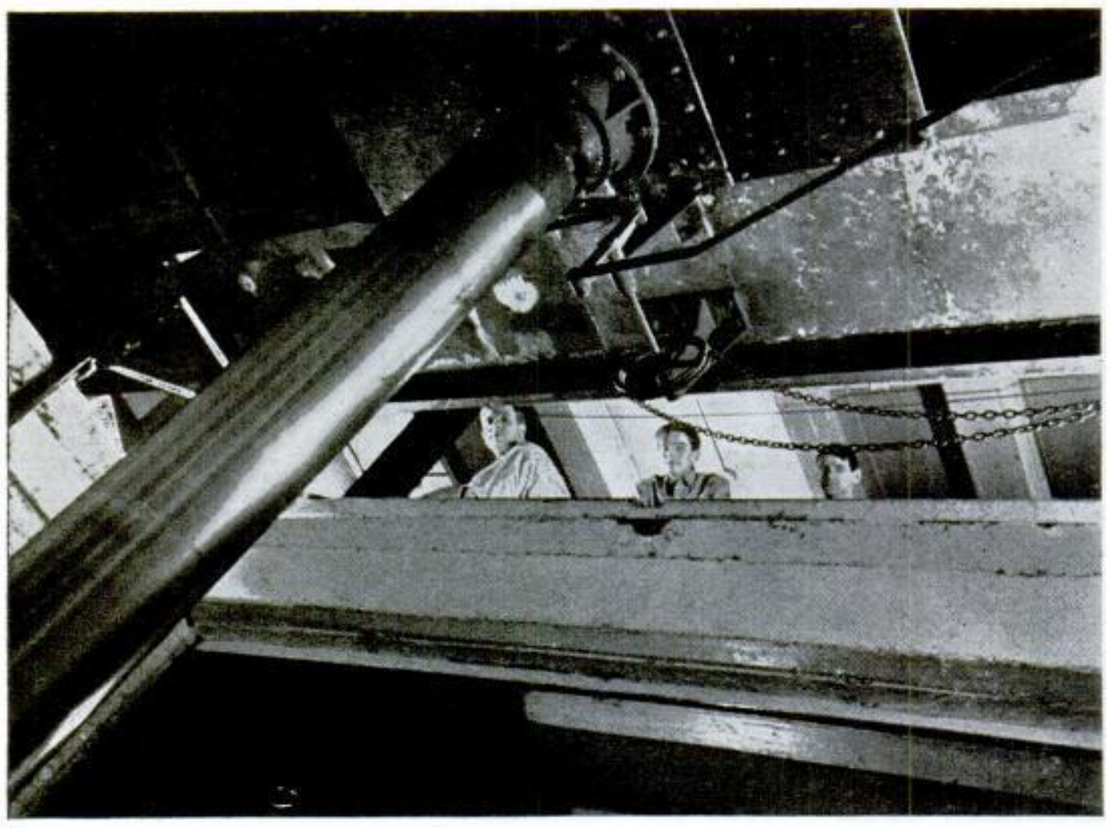
International acclaim has greeted the window displays of Lord & Taylor in New York. The huge golden bells which chimed during Christmas week will be reproduced at Easter time in the windows of the Galeries Lafayette in Paris. Half a million messages praising these windows were received. Every week crowds gather to gape at the Lord & Taylor displays. Their success is due in part to the fact that the windows can be lowered to the cellar and dressed as though they were a stage with open front. These are the only windows in the world so constructed.

Usually display men must set up heavy backgrounds, arrange all props and merchandise in the narrow space between the window back and the plate-glass front. Furthermore, the only way they can see how the window looks is by going out on the street. Dana O'Clare, chief of Lord & Taylor's window displays, wearing a hat in picture below, can see how his window looks by stepping back on the cellar floor.



Down in the cellar, display men fasten spring hats on veiling. There are two cellar levels. Merchandise and light props are put into the window on the upper level. Heavy scenery, like the curved wall at right, is set up in subcellar.





Huge steel shafts, worked by hydraulic pressure, move the windows up and down like elevators. Here the floor of the window is almost up to street level. Men peer from first cellar.



The completed window as seen from Fifth Avenue. Eleven men worked from 5:30 p.m. to 3 a.m. to dress this and eight other spring-hat windows. Total cost, excluding labor, $300.

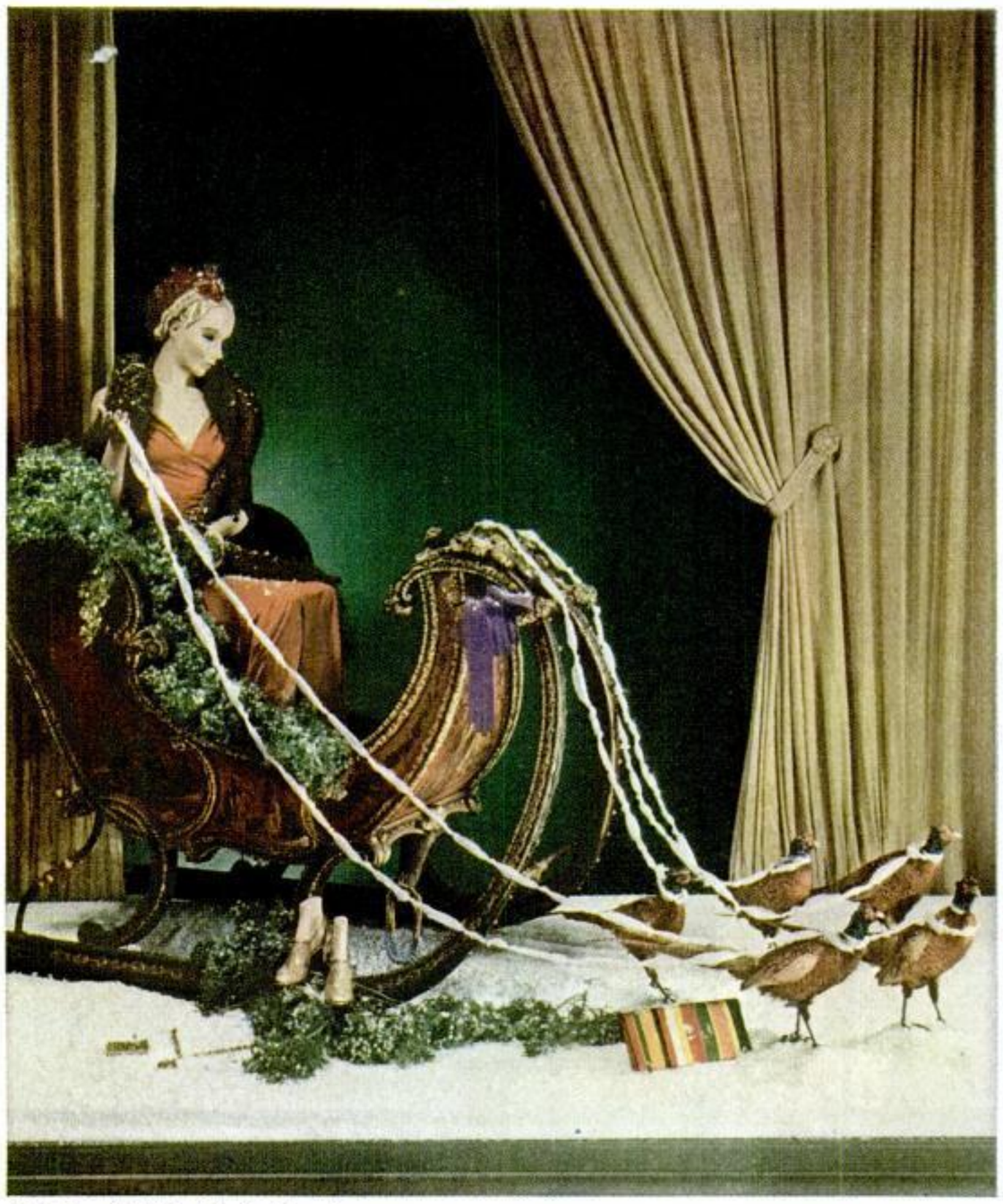
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STORE-WINDOW DISPLAYS ATTRACT FIRST-NIGHT ENTHUSIASTS

Along the Fifth Avenues of America an appreciative, delighted audience has been reveling in a new kind of first night—the spectacle of dramatic store-window displays which appear at dusk on Monday evenings. About a year ago, Bonwit Teller in New York used subtle stage-lighting effects in its windows for the first time. Surrealism drifted into Saks-Fifth Avenue windows at about the same time. Six-foot plaster mannequins (LIFE, Aug. 9) made news at the Paris Exposition, later at Marshall Field & Co., Chicago. Last fall Malcolm Tennent startled Portland, Ore. with his abstract displays. Throughout the country a new cult of window-gazers began to grow. Recently at Bergdorf Goodman in Manhattan the windows have been so startling that display-devotees have telephoned to inquire when new ones would be on view. This six-foot lady made of ash-sifter wire and discarded sheet music rising out of a sawed-off piano appeared in the Bergdorf Goodman window during the Chopin cycle played by Alexander Brailowsky. This display and the four on the following page are the creations of James D. Buckley and John R. Riley, two vague young men who claim they gather inspiration under a tree in the Kent, Conn. country-side.

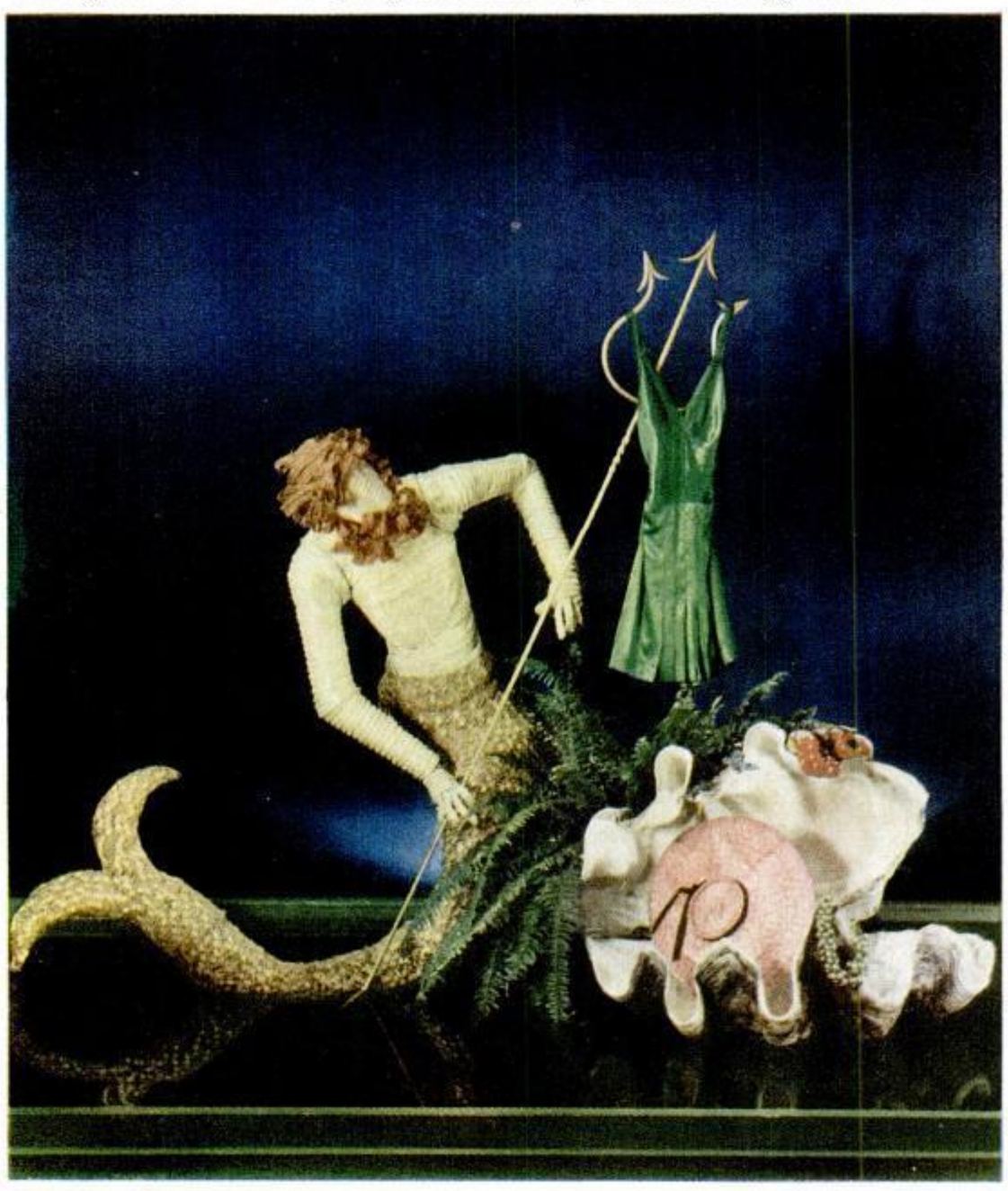
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Holiday Night's Enchantment appeared in a Bergdorf Goodman window in November, was one of a series of Thanksgiving displays. It featured a debutante in gala attire going to a party in an old French sleigh drawn by five stuffed pheasants. On the floor is snow cloth. Sprays of real juniper decorate the sleigh. Although such treatments attract a great deal of attention, they are considered poor salesmen for genera! merchandise.



"Like a 1900 saloon," Elizabeth Arden called this display done for her New York window last August by Messrs. Buckley and Riley. She ordered it removed the day it was put in, although its creators rank it among their best. In line with the trend of the smartest beauty shops, this window shows no merchandise. The mannequin is a terra-cotta image of Beatrice d'Este. Pink chandelier bulbs are from the old Murray Hill Hotel bar.



Real water in a tank covers the floor of this Bergdorf Goodman display of southern resort clothes. The mannequin with trident, a cross between Neptune and a merman, is made of wire covered with millinery straw braid. The shell is a giant clam from the Philippines. Water in windows is a sure-fire attraction. Karl Kneis of Stix, Baer & Fuller, St. Louis, won first prize at the Display Men's Convention for his window with fishpond of running water.



Edwardian Elegance is the theme of this window. It was one of seven planned to coincide with the arrival of the Duke and Duchess of Windsor. As the Duke was Queen Alexandra's favorite grandson, props and costumes from Queen Alexandra's time were combined with modern merchandise of great elegance. Notice the Edwardian carriage lamps and high bicycle. Current news events are frequently used as an inspiration for window displays.

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UNWED MOTHERS CARE FOR THEIR BABIES AND FORGET THEIR SHAME AT ST. FAITH'S



All rejoice over new arrival at Tarrytown Home

The day a first-born baby comes home from the hospital is one of great rejoicing. Few parents can resist its emotion for, on this day, a family's ordinary life suddenly takes on a new and cherished form. The scene above is just such a home-coming. The girls of St. Faith's House (*shown at left*) in Tarrytown, N. Y., have rushed to the front door to greet Mrs. William Usher Parsons who is bringing home a new baby and its proud and beaming mother. But this home-coming is sharply different from others. The child, like all those at St. Faith's, is illegitimate and the girls are unwed mothers. This does not in the least diminish the festive excitement of the occasion. It does, however, speak volumes about St. Faith's House.

CONTINUED ON NEXT PAGE

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(continued)



Margery is eight months old, her mother 18 years. Soon the mother leaves St. Faith's and Margery will go with her.



Diana is 18 months old. Her 16-year-old mother has stayed long at St. Faith's because she is not yet fitted to leave.

St. Faith's is a happy place

The strict moralist, looking at these pictures of St. Faith's House, might be shocked at the air of pleased motherhood and happy babyhood which imbues them. These babies, he remembers, are born out of wedlock. Their mothers have sinned. Such happiness should not be the lot of sinners.

But St. Faith's and its kindly head, Mrs. William Usher Parsons, concern themselves with teaching self-sufficiency, not shame. Most of St. Faith's girls are under 16. They are poor, essentially innocent, betrayed by nature and battered by circumstance. At St. Faith's they learn to take care of their babies and themselves. The babies, these pictures testify, are superlatively well cared for.

Mothers come to St. Faith's usually before the child is born, stay for a year learning all the necessary baby lore and science. Each mother has complete though supervised charge of her own child. Young as they are, the mothers demonstrate a fierce maternity. The air at St. Faith's is always buzzing with the news that is eternal and universal to all gatherings of mothers: the ounces baby has gained, the teeth cut, the diet increased, the marvelously cute things done.



"Weigh day" is an occasion of great excitement and a welcome fountain for gossip. When this weekly ceremony is over, the mothers hold small forums to compare, with pride or envy, the statistics of ounces and fractions gained. The white-capped girl is the home's trained nurse. The others are mothers wearing masks to keep colds from spreading.

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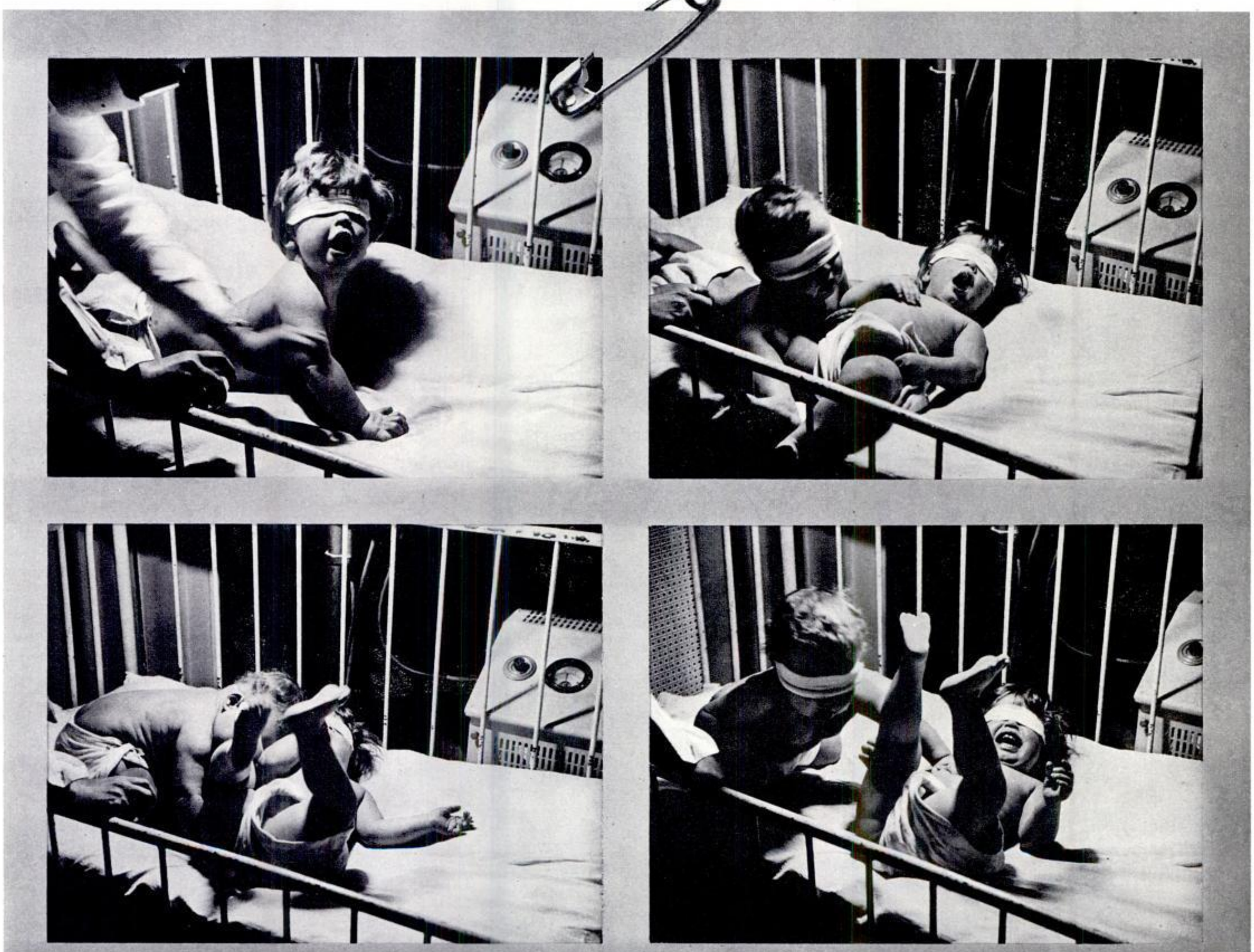
Bottle feeding is only for the very young, like this one-month-old. From four months on, babies drink from cups.



Peter, two months old, his tummy still absurdly shapeless and inflated, has been bathed by his 17-year-old mother.



Juan is the only foundling at St. Faith's. The girl is an expectant mother, learning already to care for her own.



Behold these babes, flush with health and happy with strength. They are the product of the good care lavished on them at St. Faith's where a baby is a baby and not a text for a lecture on morals. This pair has discovered that the sun bath, where eyes are bandaged as protection against the strong light, is a fine place to play blindman's buff.

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THE GIRLS WASH ALL DIAPERS, DRY THEM IN THE BIG ELECTRIC DRYER WHOSE REFLECTED LIGHT MAKES A MADONNA OF THE YOUNG GIRL AT RIGHT



EVENINGS IN THE PARLOR, GIRLS PLAY GAMES OR SEW

At St. Faith's motherhood is made a career

The walls of Mrs. Parsons' room at St. Faith's (*see below left*) are covered with photographs of mothers who have come to St. Faith's distressed and resentful, have left reassured and rehabilitated with their babies. St. Faith's believes in keeping mother and child together. So that they may support themselves and their children, all the girls learn housework, a few of them stenography and typing. They are never treated as "bad" girls. At the hospital where they go for confinement they are called "Mrs." At the House they are permitted to wear wedding rings they buy at the five-and-ten-cent store. They have their own government which punishes misbehavior, usually by forbidding the Saturday night movie. Each girl discusses her problems with Mrs. Parsons who foregoes preaching, gains results. She knows of no St. Faith's girl repeating her offense against society.

In its small way, St. Faith's helps solve an ever-present problem. More than 200 of the 5,900 babies born in the U. S. every day are illegitimate. St. Faith's care, though wise and kind, is necessarily limited. Working on an annual budget of $23,000 it is able to shelter only 25 mothers and their babies at one time.

IN MRS. PARSONS' ROOM, GIRLS DISCUSS THEIR FUTURES



MORNING & NIGHT, DRAPED IN BLUE VEILS, GIRLS ATTEND CHAPEL



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32 Years... or an AFTERNOON

A CARGO of cookies on a highway in the palms of Florida—another load for another International Truck. A setting out of the ordinary and a product that is "different"—but behind the scenes is the same search, the same happy solution for the *problem of hauling*. In every community in the land, men with ambition and resourcefulness—and a need for partnership with *trucks*—are pinning their faith to International. How do they go about deciding on *this* make of truck?

Well—people are not all alike. It all depends on physical and mental make-up. In the buying of a truck, as in the buying of a trinket, some men buy in a twinkling while others go about it methodically.

Human nature being what it is, most Internationals are bought either on Harvester reputation or on a careful study of the truck. The *twinkling* buyer relies on the good will this product has built up during the 32 years of International Truck manufacture, and on the style of the truck as he sees it. The *methodical* man probably goes down of an afternoon to the display room of the International dealer or branch and gets the complete mechanical low-down on today's models, tries the truck out on the highway, looks into the service set-up, and checks up on practical things like that.

We asked the master minds of Jack's Cookie Co. how they came to choose Internationals. It seems they used a little of both, mixing quality ingredients as they do in making a batch of cookies. Starting with International's reputation they added a few hours of close investigation, and the outcome is a fine job of economy hauling and complete satisfaction all around.

Varying body and load weights call for a range of chassis capacities. INTERNATIONAL *provides a full line of trucks from Half-Ton up to powerful Six-Wheelers.*

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)

180 North Michigan Avenue — Chicago, Illinois

PHOTO BY AL BURGERT, TAMPA

INTERNATIONAL

JACK'S COOKIE CO.
TAMPA
ORLANDO
MIAMI

JACKS COOKIES

Jack's COOKIES

Nº 28

INTERNATIONAL TRUCKS

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JUST IN TIME

FOR SPRING HOME BUILDERS



Home Remodelers

NOTHING CAN GIVE YOU so much contentment as a *trouble-free* home-heating system! So pick the most dependable heating equipment you can find.

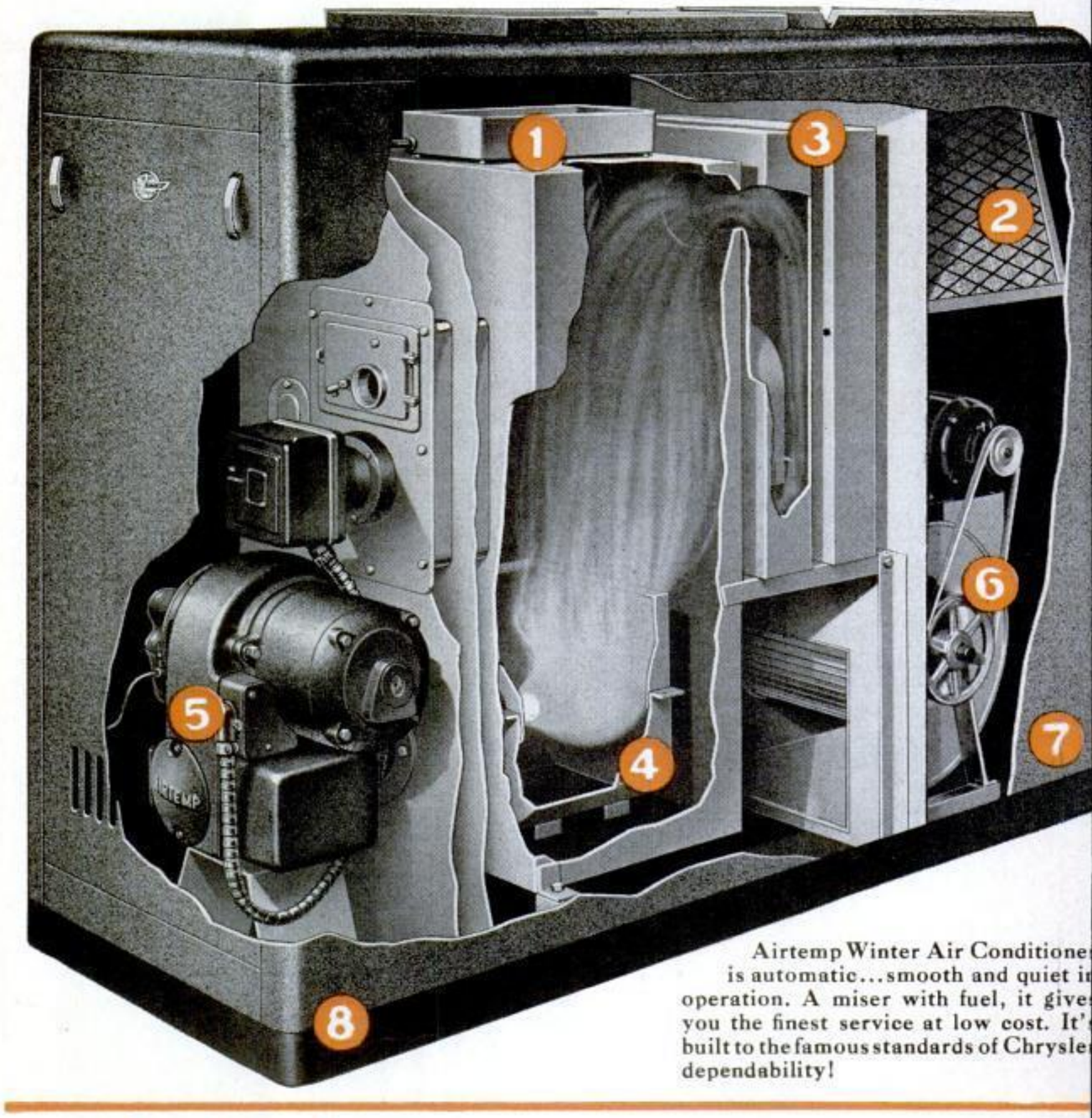
Without hesitation we say, scour the market. Weigh every make against the other. Just be sure to include Chrysler's Airtemp on your list.

When you see what Chrysler Engineering has accomplished...when you consider the advantages of Airtemp Air Conditioning and Home Heating Systems...it won't be hard to make up your mind what equipment to buy!

Read the details! Then go see your Airtemp Dealer.

THREE WAYS

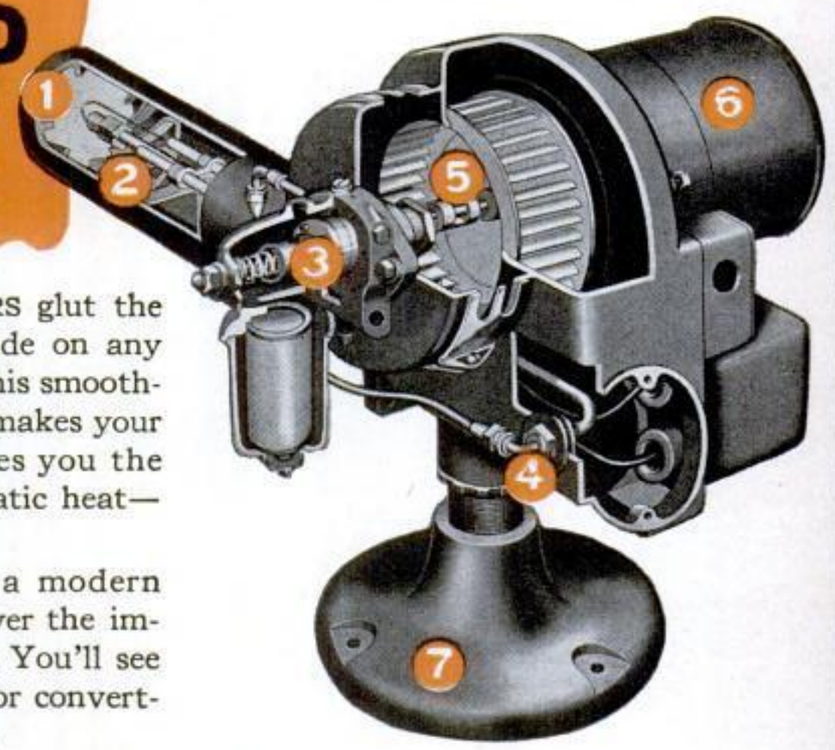
Home Heating...



Airtemp Winter Air Conditioner is automatic...smooth and quiet in operation. A miser with fuel, it gives you the finest service at low cost. It's built to the famous standards of Chrysler dependability!

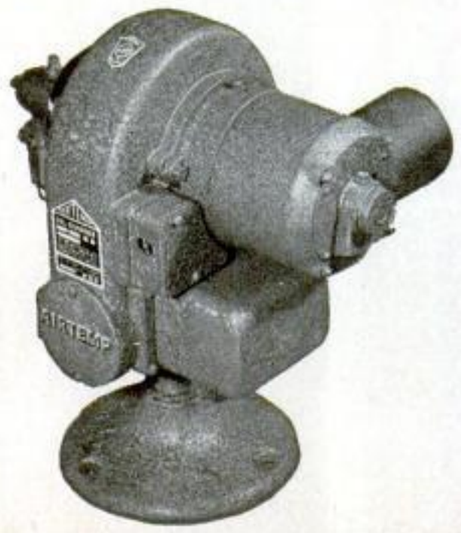
2 CHRYSLER'S AIRTEMP OIL BURNER

UP-TO-DATE HEATING PLUS BIG SAVINGS!



DOZENS OF OIL BURNERS glut the market. But don't decide on any one of them till you've seen this smooth-running Airtemp Burner. It makes your heating plant modern—gives you the most reliable kind of automatic heat—at low cost.

Completely enclosed in a modern streamlined housing. Look over the important features listed below. You'll see the Airtemp Burner is ideal for converting old-fashioned equipment.



1 *Clean-Burning Nozzle*—Made of non-corrosive stainless steel. Wastes no oil. Will not smoke.

2 *High Velocity Oil Mixer*—Mixes oil and air...for highest combustion and most economical operation.

3 *Automatic Wasteless Fuel Control*—Prevents fuel-wasting "after-drip" at nozzle when burner shuts off.

4 *Focused Flame*—Makes flame-adjustment possible for all sizes and shapes of fire boxes. No over- or under-heating! Saves on fuel!

5 *Long-Life Duprene Coupling*—Cuts down pump and motor wear; assures long, trouble-free performance.

6 *Oversized Motor*—Totally enclosed. Costs no more to run. Operates with greater dependability and smoothness even under heavy load conditions.

7 *Balanced Base*—Firm, solid...heavy enough to balance the weight above it. No vibration. No legs to get loose.

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TO SAVE ON Air Conditioning

1 CHRYSLER'S AIRTEMP WINTER AIR CONDITIONER

1 *Airtemp's Adjustable Humidifier* adds needed moisture to the air... for your health and comfort!

2 *Oversize Filters* keep dirt, pollen, soot from the air you breathe. This helps prevent winter colds ...keeps your home clean.

3 *Extra-Surface Heat Chambers* extract maximum heat from every ounce of fuel.

4 *"Suspended" Fire Box* of stainless steel permits air to flow under the box as well as on the sides ...more *direct* heating surface, greater fuel economy.

5 *Airtemp's Oil Burner* produces the most dependable and efficient kind of heat...keeps operating costs down.

6 *Big Fan* distributes large volume of air. Dynamically balanced at factory by electric eye... assures quiet operation in your home.

7 *All Sheet Metal Surfaces "Bonderized"*... protected by the same exclusive process used to prevent rusting in automobile finishes.

8 *Heavy, One-Piece Steel Base* prevents heat loss ...eliminates need of special foundation. You save money.

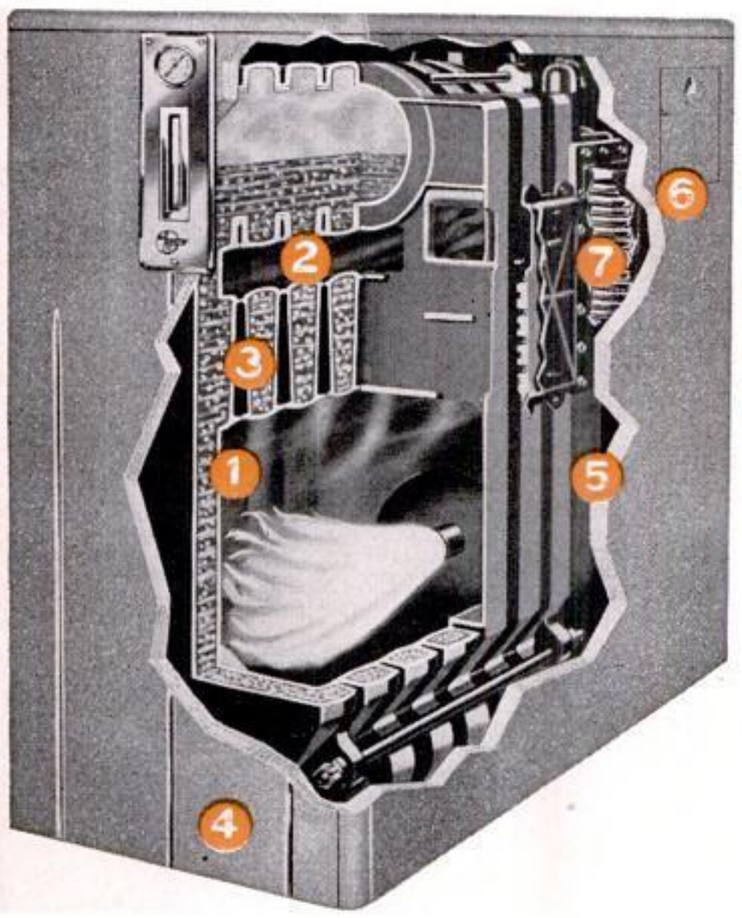
YOU GET COMPLETE WINTER AIR CONDITIONING AT THE COST OF HEATING ALONE

HERE'S THE ARISTOCRAT of home heating—Airtemp's Winter Air Conditioner. A quiet, dependable "servant" that keeps you more comfortable all winter—delivers you clean, warm, properly moistened air! Luxurious? Yes! Costly? No! Four sizes—for oil or gas.



AIRTEMP'S YEAR-ROUND RESIDENTIAL AIR CONDITIONING SYSTEM

Airtemp's summer cooling unit (above, right) can be easily added to Airtemp's Winter Air Conditioner at any time—giving you a *complete year-round air conditioning system.* This Airtemp cooling unit may also be installed with your *present* forced-air or hot-air heating system. Write for full details.



3 CHRYSLER'S AIRTEMP BOILER

BUILT FOR ECONOMY! Provides the most for your heating dollar. Gives you quick heat at low cost—assures utmost dependability of operation and performance. Gas or oil burning models for every size home—available for hot water, vapor, or steam heating systems. Especially designed for split system applications.



LOOK AT THESE MONEY-SAVING FEATURES

1 *Special "Island" Type Combustion Chamber*—Increases heating surface.

2 *Heat Economizers*—Vertical and horizontal flue passages extract *all* the heat.

3 *Quick-Heat Water Passages* save fuel...heat your house almost instantly.

4 *Boiler and Burner Completely Enclosed* in attractive, heavy steel cabinet.

5 *Special Lining* of heavy, indestructible asbestos stops heat loss...insures quiet operation.

6 *Sealed Doors* and sections assure air-tight construction for utmost dependability and economy.

7 *Built-In Hot Water Coil* (optional at extra cost) supplies ample hot water for household use the year round!

BUDGET PAYMENT PLAN Easy terms arranged—ask your Airtemp Dealer

CHRYSLERS AIRTEMP HOME HEATING AND AIR CONDITIONING



You can count on Chrysler's Airtemp to fit your budget... count on Airtemp to give you the most dependable, trouble-free performance in home heating—air conditioning.

You'll find many important features exclusive with Airtemp ...developed by Chrysler's Airtemp Engineers. You'll find it pays in comfort, health, savings...to put in Airtemp equipment ***now***. Mail the coupon below for further money-saving details.

Mail this Coupon TODAY!

AIRTEMP, INCORPORATED, DAYTON, OHIO (Dept. L-3-28)

Gentlemen: Please send me the details on (check which)

Airtemp's Oil Burner ()
Airtemp's () Oil () Gas Burning Boiler
Airtemp's () Winter () Summer () Year-Round Air Conditioning

Name _____

Address _____

City _____ State _____

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Now DRY* goods comes in bottles



*DRY—*MEANING* NOT SWEET

YES, we mean Paul Jones Whiskey. For, you see, Paul Jones is robust and full-bodied, yet without the slightest trace of sweetness in its make-up. In short, a truly DRY whiskey.

And it's this quality of DRYNESS that adds zest and tang to a whiskey—in the same way that DRYNESS points up the flavor of fine champagne and sherry.

But that's just one of *many* reasons—as you'll discover when you taste it—why Paul Jones has been renowned as "A Gentleman's Whiskey" since 1865!

Paul Jones

A GENTLEMAN'S WHISKEY SINCE 1865

A blend of straight whiskies—100% straight whiskies—90 proof

Frankfort Distilleries, Incorporated, Louisville & Baltimore

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IN BROADWAY PLAY DEATH IS TRICKED UP A TREE AND NO LIVING THING CAN DIE

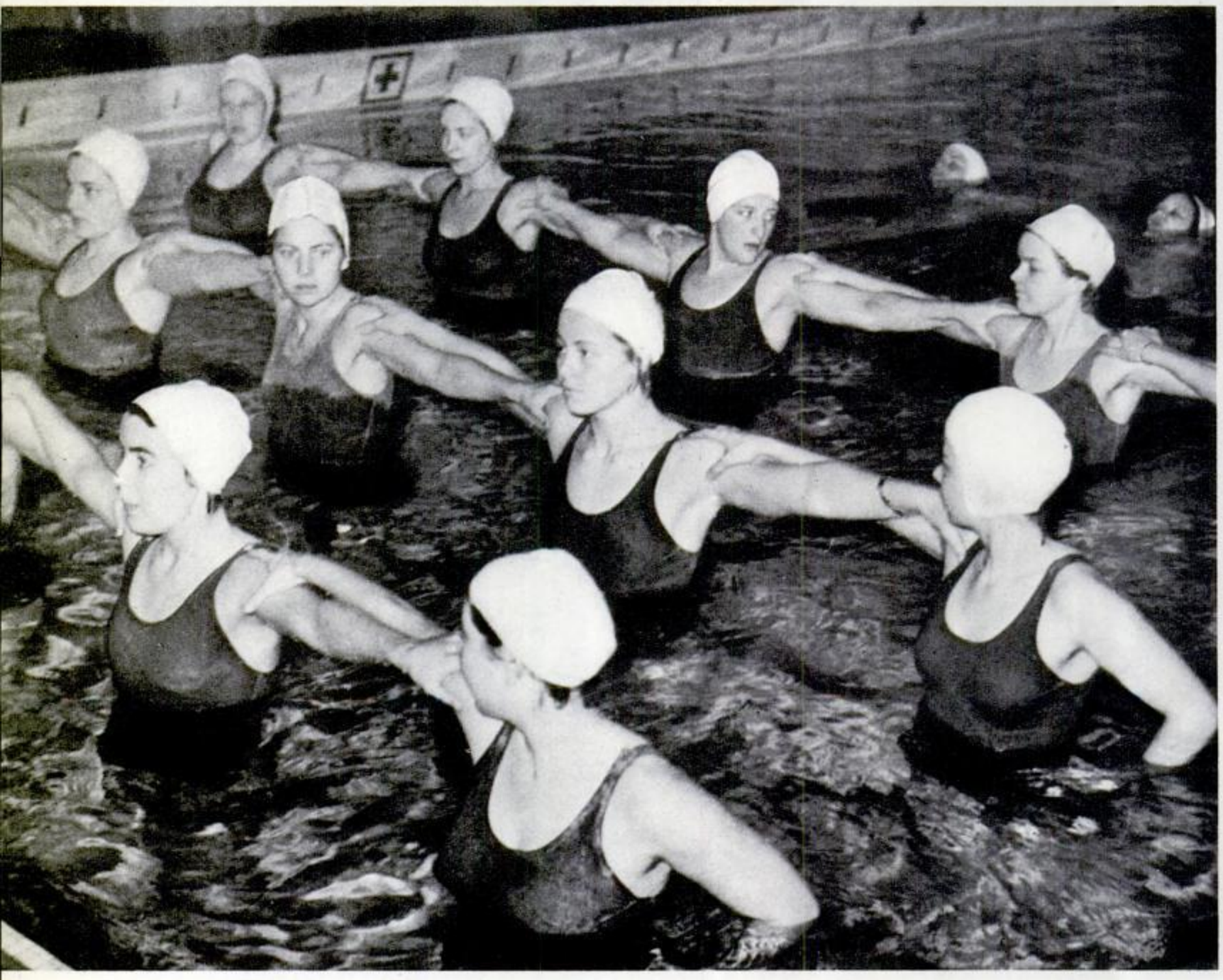


In Paul Osborn's dramatic adaptation of Lawrence Watkin's novel *On Borrowed Time*, death is once again personified on Broadway. In this highly successful play, Julian Northrup (Dudley Digges), a salty, lovable octogenarian, finds his chief pleasure in bringing up his orphaned grandson Pud, whose part is played with extraordinary skill and charm by 7-year-old Peter Holden. Above you see this congenial pair engaged in earnest conversation. The man in the apple tree is Mr. Brink (Frank Conroy), who symbolizes Death. "Gramps" Northrup has tricked Mr. Brink up into the tree, which is an enchanted prison, because he wants to live longer in order to see that his grandson is properly brought up. While Mr. Brink is in the tree nothing in the world can die. But when at play's end Pud becomes hopelessly crippled, the old man lets Death, now merciful, out of the tree to take both himself and the little boy away.

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SMITH COLLEGE GIRLS DEMONSTRATE THEIR ABILITY AS FORMATION SWIMMERS

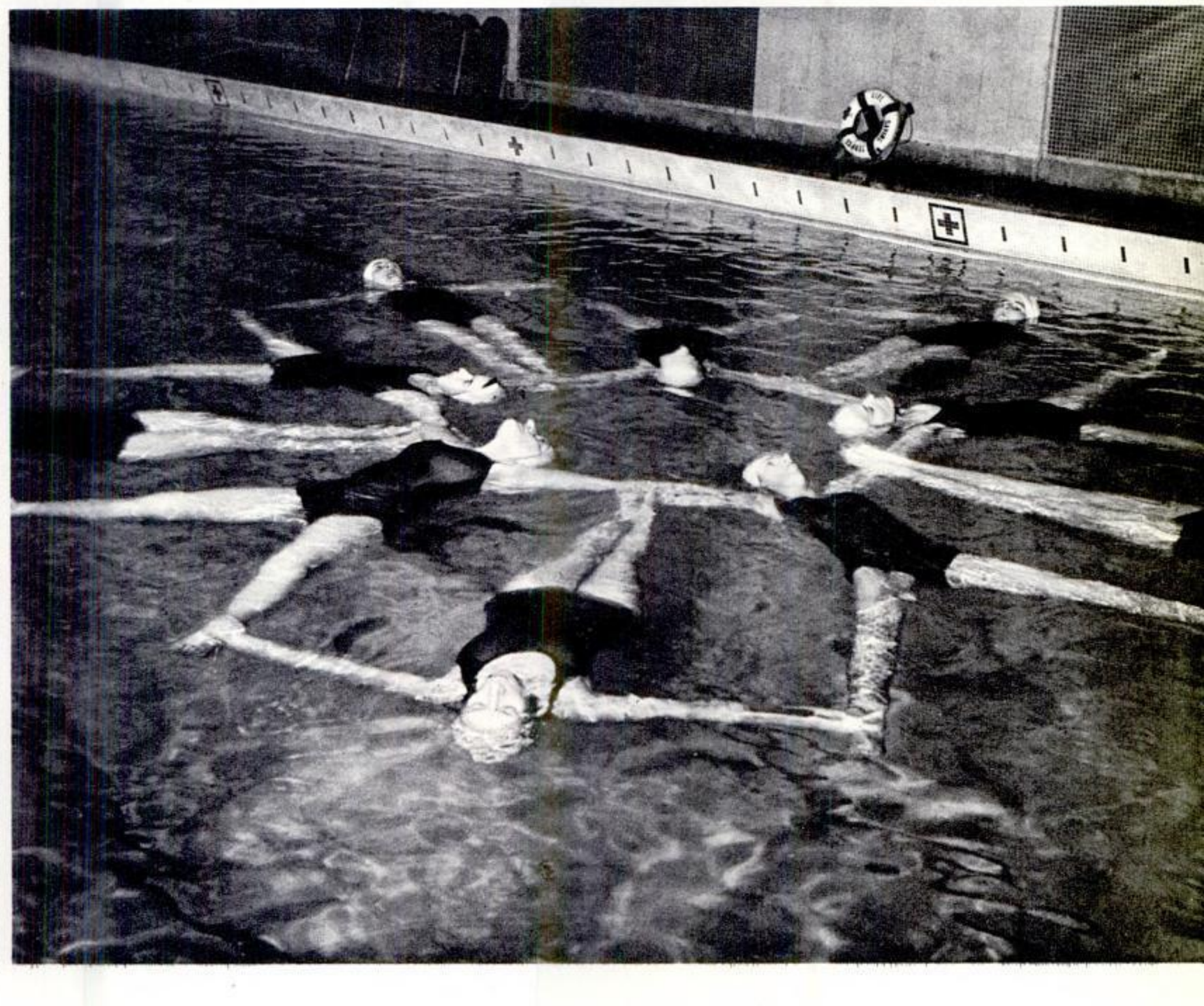
New England conference learns stunts like the accordion

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Because the Smith College Life Guard is the only formation-swimming group in any New England women's college, representatives of many another top-notch female institution assembled at Northampton, Mass., on March 11 to watch Smith's 25 best swimmers go through their practiced convolutions. Organized in 1926, the girls you see on these pages have all passed Red Cross life-saving tests, practice formation swimming every Monday night. So adept that male swimmers can well learn by watching them, these well-built girls have appeared at Yale and Colgate water carnivals. They are the only Smith students whom the college permits to enter the pool in the absence of instructors.

Wellesley, Radcliffe, Mount Holyoke, Pembroke and the Boston Y. W. C. A. were among the institutions who profited by the examples shown here. From left to right, top row, you see the crack demonstration group lined up in sweat shirts earned as members of the Life Guard. Stripping off for action, they take their places at the shallow end of the Scott Gymnasium Pool preparatory to flopping over in the seal dive which inaugurates the formation swimming.

Below, left to right, they demonstrate, with arms interlocked, the raft formation in which the front row, at shallow end, propels the group by the scissors kick toward the deep end; the long accordion figure in which "puller-girls" at both ends pull the hand-to-ankle swimmers in the group out like an accordion; and the circle formation, which requires perfect control to be as effective as this.

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EMPEROR AUGUSTUS BANQUETS WITH A LATIN CLASS IN AURORA, NEBRASKA

THE GUESTS RECLINED, ROMAN-STYLE, ON COUCHES (ARMY COTS) AND WERE SERVED BY GALLIC "SLAVES." IN FOREGROUND: AUGUSTUS



Maecenas, the rich man of Rome, was Gerald Bradbury, the school wit. His toga consists of a sheet and bedspread.

Guests wear togas, recline on couches and eat with their fingers

From Aurora, Neb., LIFE recently received a scroll bearing the following invitation: "*Praesentia tua requiritur epula Augustus data in honore eius sororis Octaviae in eorum villa quinto die ante Idus Martias cum sol iaciat eius umbras ad occidentem.*" On "the fifth day before the Ides of March" (March 11), therefore, LIFE went to Aurora and found, as promised, "a banquet of Augustus given in honor of his sister Octavia at their country home."

The guests were the Latin class of Aurora High School and the "villa" was the home economics classroom. The Latin class, having read part of Virgil's *Aeneid*, had been moved to give a banquet as it would have been given in Rome during the reign of the Emperor Augustus. Army cots served for dining couches. Togas were anything from towels to bedspreads. The guests consumed a sumptuous repast of roast pig, eating with their fingers in true Roman style, and washed it down with wine (Cool-Aide, a soft drink). Total cost for 28 guests: $6.96.



Virgil came late, on a bicycle. Aurora knows the Roman poet as Gerald Menzie, 18, forward on basketball team.

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"BELIEVE IT or NOT" IT'S RIPLEY WITH HIS NEW DE SOTO

Ripley Proves De Soto Saves You Money When You Buy and Every Mile You Drive

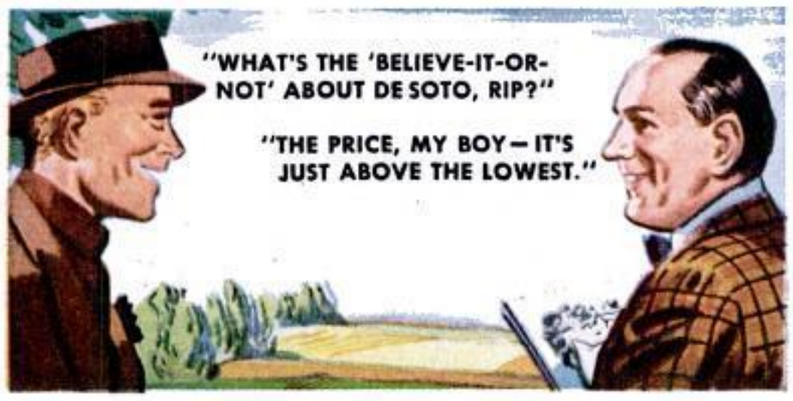
YOU CAN'T FOOL RIPLEY—he deals in FACTS! Just look at his report of De Soto's GREATER VALUE:

First, De Soto is a BIG CAR at SMALL-CAR COST. It gives you MORE FOR YOUR AUTOMOBILE DOLLAR—saves you real money the moment you buy.

Second, this BIG car costs no more to run than most SMALL cars! You save money as you drive.

There's no mystery about De Soto's greater value. Brilliant Chrysler Corporation engineering gives you faster pick-up with a 93-h.p. "Economy Engine"... greater comfort with airplane-type shock-absorbers ...extra safety with bigger, GENUINE hydraulic brakes ...a Safety Interior and a Safety-steel body rubber-mounted on a deeper, stronger frame.

ALL FINE-CAR features—yet De Soto is now priced JUST ABOVE THE LOWEST. See it today! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.



IT'S AMERICA'S SMARTEST LOW-PRICED CAR

QUICK FACTS: 1. "Lightning-fast" pick-up...Improved 93-h.p. "Economy Engine." 2. Patented Floating Power engine mountings. 3. Longer wheelbase...119 inches. 4. Bigger hydraulic brakes. 5. Easier shifting. 6. Safety-steel body rubber-mounted on a bigger, stronger frame. 7. Luxurious Safety Interior. 8. "Cushioned" ride with airplane-type shock-absorbers. 9. Easier steering...no "road-shock." See De Soto today—discover how easy it is to own this smart car.

TUNE IN MAJOR BOWES' AMATEUR HOUR—COLUMBIA NETWORK—THURSDAYS, 9 TO 10 P. M., E. S. T.

SEE YOUR DE SOTO DEALER

FOR A **GREAT CAR, FINE SERVICE** AND A **SQUARE DEAL**

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Bette Davis in Jezebel

Jezebel adds one more unsympathetic role to Bette Davis' lengthening list. This photograph shows her as Julie Marsden, the perverse and selfish heroine, standing in the hall of her fine New Orleans home, plotting more deviltry. Once Miss Davis rebelled against her casting, went on strike to get her Warner Bros. contract canceled. But an English judge only called her "a naughty girl." Now she is back in the old roles which, though unsympathetic, have won her renown as one of the screen's finest actresses.

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MOVIE OF THE WEEK:

Jezebel

Jezebel is the story of a belle of New Orleans in the years before the Civil War. Because she is willful and stubborn and something of a hellion, Warner Bros. would have the world believe that Julie Marsden is Scarlett O'Hara in disguise and that *Jezebel* is *Gone With the Wind* before its time. They are not. *Jezebel* is the Owen Davis melodrama in which Miriam Hopkins played on Broadway. The plot is trite but Bette Davis gives a performance for the future Scarlett O'Hara to shoot at.

Julie Marsden's time was the Golden Age of New Orleans. The wealth of half a continent, funneling down the Mississippi, raised New Orleans, for a brief decade, to the grandeur of the world's busiest port and made its Mardi Gras balls the gayest social events in the Western Hemisphere.

It is at the "Olympus Ball," the movie equivalent of the Comus Ball which LIFE covered in its March 14 issue, that *Jezebel*'s great scene takes place. Because Creole tradition decrees that the unmarried ladies of New Orleans wear white, perverse Julie Marsden wears red, "like the women of Gallatin Street." The pictures at right show what happens.

In actual fact the dress which Bette Davis wears in the movie is not red at all, because *Jezebel* is not in Technicolor. Warner Bros. first tried a red dress but it photographed gray. Next they tried the black dress which Miss Davis is wearing on the opposite page, but it photographed too obviously black. In the end she wore a rust-colored dress.

The episode of the ball is not enough to teach Julie Marsden her lesson. When her beau takes her as far as her door and tells her he is leaving for the North, Julie stands in the hallway and predicts, "He'll be back." Not until a year later does she humble herself by wearing the white dress for him (*see next page*), and by that time it is too late.



Delicate Southern insults are exchanged by Henry Fonda and George Brent after Julie's appearance in a red dress scandalizes the Olympus Ball.
Fonda: "A pleasant evening, isn't it?"
Brent: "Mighty pleasant—nice and cool."
Fonda: (*eyeing him steadily*) "Do you find it cool here? I don't find it particularly cool. Do you, Julie?"
Miss Davis: (*weakly*) "Why—no."
Fonda: "I don't find it particularly cool. Miss Julie doesn't find it so."
Brent: (*after a pause*) "Why no, I reckon not. Now you speak of it, it's just about right."
Fonda: "It seems so to me."



Julie Marsden wears red to Olympus Ball where strict New Orleans custom requires white. As her escort Pres Dillard (Henry Fonda) leads her onto floor, the ladies and gentlemen of Creole society murmur and move away.



They dance alone, the highly proper Pres now forcing Julie to go through with her taunt. When the music stops (*below*), Pres orders the orchestra leader: "Go on and play." They dance until Julie is nearly dead of shame.



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Movie of the Week (continued)



Julie's jealousy causes a duel between Pres Dillard's brother Ted (Richard Cromwell, *left*) and one of her beaux (George Brent). In the duel Brent is killed. It is one year after the Olympus Ball and Pres has indeed come back to New Orleans, as Julie said he would. But with him he has brought a Yankee wife.



"Let's raise a ruckus," sings the defiant Julie on the eve of the duel, leading slaves on the plantation-house portico. Her aunt reminds her of the Biblical Jezebel, wife of Ahab, who "did evil in the sight of God."

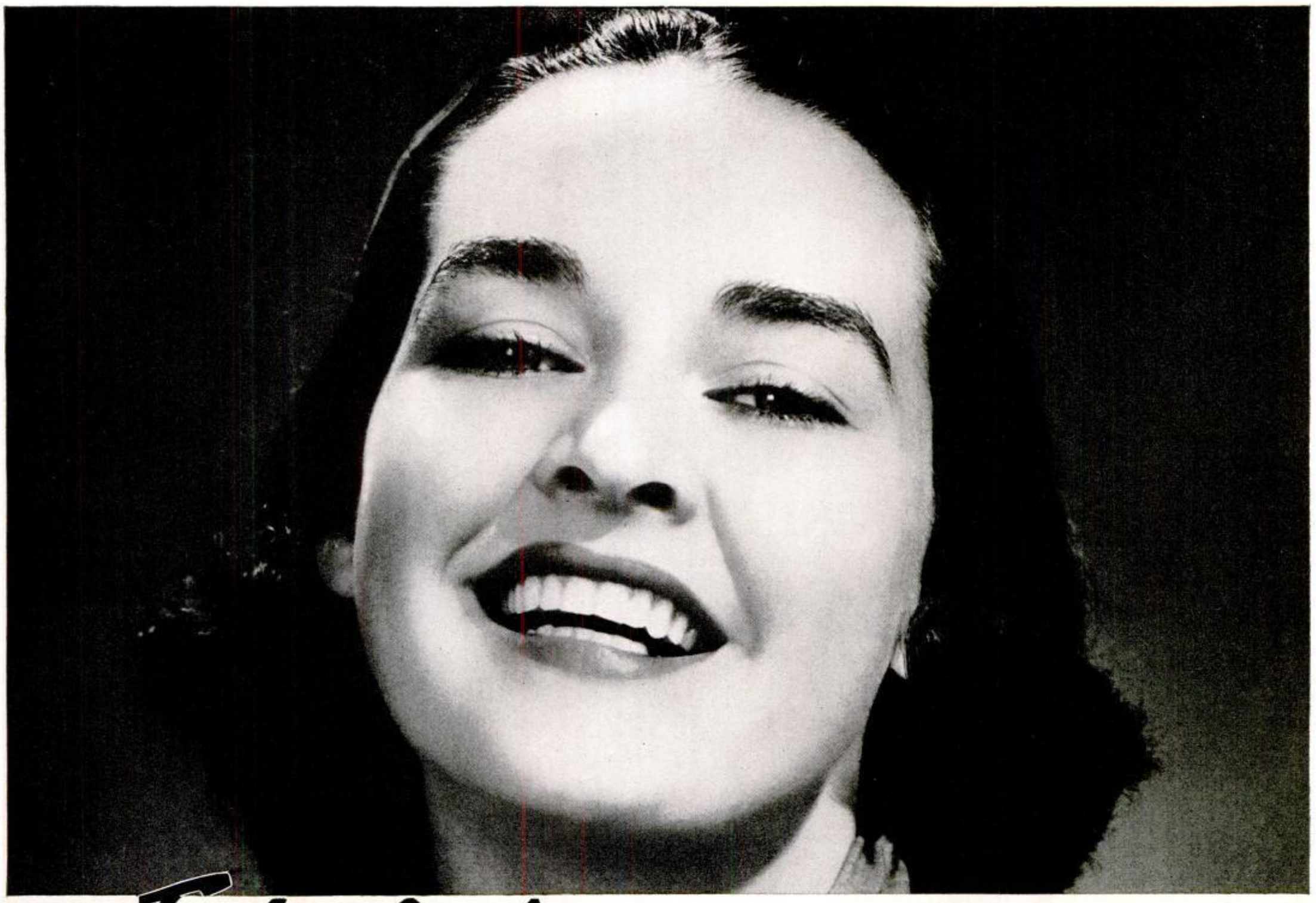


WHEN PRES RETURNS, JULIE KNEELS HUMBLY BEFORE HIM IN THE DRESS SHE SHOULD HAVE WORN TO THE BALL. THEN SHE LEARNS HE IS MARRIED

CONTINUED ON PAGE 48

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It's Glorious when a "*Drowsy Mouth*" wakes up!



Fight Acid WHEN YOU BRUSH YOUR TEETH

THERE'S a feeling of clean refreshment when the mouth is actively awake—a feeling that contributes much to the brilliance and animation of a smile.

To those who are not satisfied with the effect of ordinary brushing, we offer this suggestion: *Fight acid when you brush your teeth.*

For acids are present wherever food particles ferment. These are the acids that are a common factor in tooth decay. Also such fermentation may cause a disagreeable taste and mar the freshness of the breath.

A principal ingredient of Squibb Dental Cream is a pure, safe, reliable antacid. When it comes in contact with acids in the mouth, it neutralizes them. It quickly refreshes and alkalizes while it cleanses.

Use Squibb Dental Cream at least twice a day to brush the teeth and massage the gums.

And don't forget that by adequate professional service and daily home care, *most tooth decay can be prevented.*

SQUIBB TOOTH POWDER—has the same scientific advantages as Squibb Dental Cream



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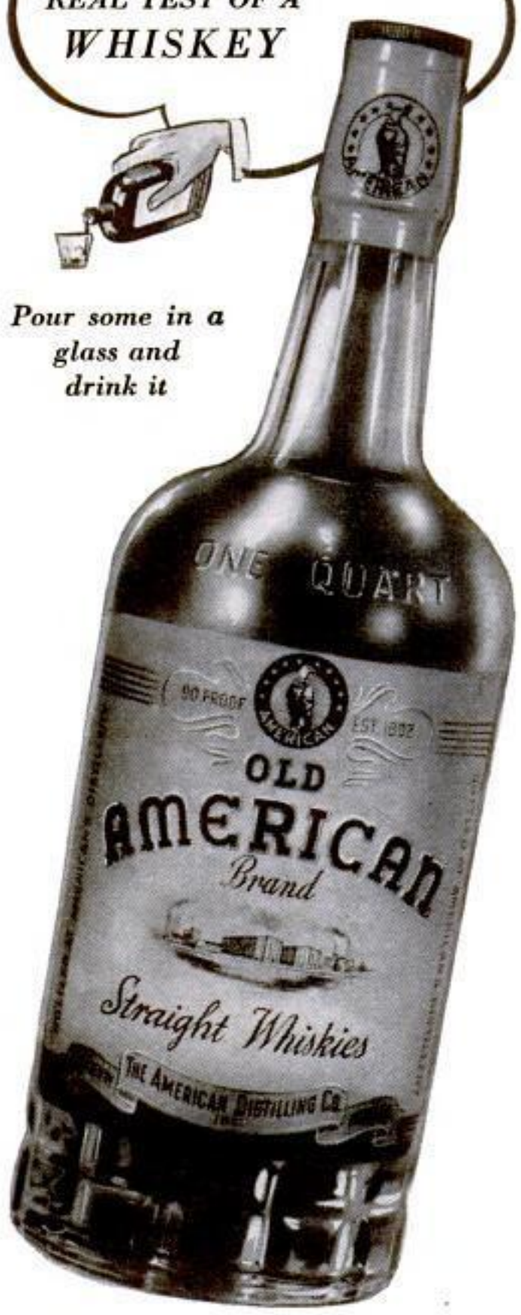
ACID-NEUTRALIZING ***Dental Cream***

THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

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Pour some in a glass and drink it

STRAIGHT RYE and STRAIGHT BOURBON WHISKIES

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The straight whiskey in this product is seven years old. 25% Straight Whiskey, 75% Grain Neutral Spirits.

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Please send me my 6 free "Old American Handicap Games."

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Pres comes down with the fever at the bar of a hotel. All but one brave doctor shrink from the plague's latest victim.

Yellow fever hits New Orleans

Jezebel reaches its climax in the yellow-fever epidemic of 1853. New Orleans, with its swamps, filthy streets and open gutters filled with water, used to be a breeding ground for dread yellow jack. It had many epidemics but that of 1853 was the worst. Never suspecting mosquitoes as the source, the city tried to fight the plague by firing cannon "to clear the air," a practice which threw the sick into convulsions. Before the epidemic ended, the yellow jack had claimed more than 7,000 victims.

In *Jezebel* some of the sick are shipped off to barren "Lazarette Island," a leper colony in the Gulf of Mexico, probably to die. Pres Dillard suffers this fate.



Julie nurses Pres after slipping at night through the "fever line" which cut the city off from the plantations upriver.



The procession of the dying moves down to the wharfs, carrying the fever victims. Pres is one of them, for the doctor insists there cannot be "one law for the poor, and another for the rich." Julie rides off with him, to almost certain death.

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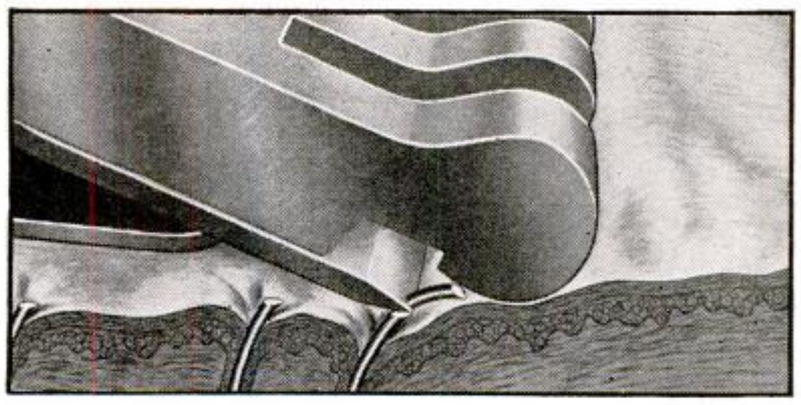


YOUR FACE IS A GARDEN, BUT...

To harvest a daily crop of whiskers without nick or scratch, the naturally bumpy surface of your skin must be *stretched* and *flattened*. That is why Schick abandoned its common "rake-type" blade guard . . . which was apt to *furrow* rather than *smooth* the skin.

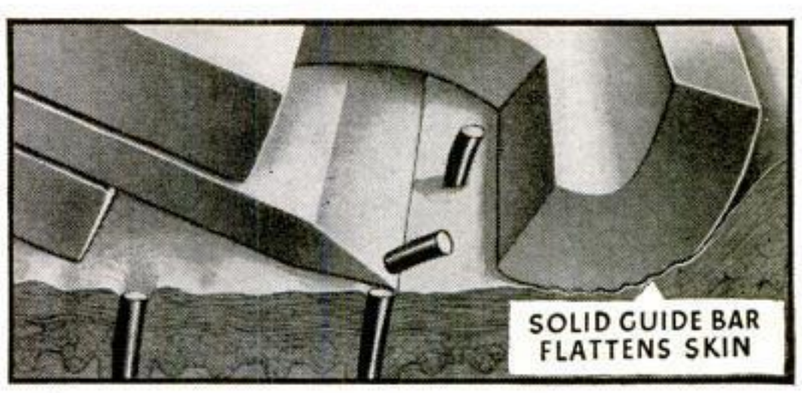


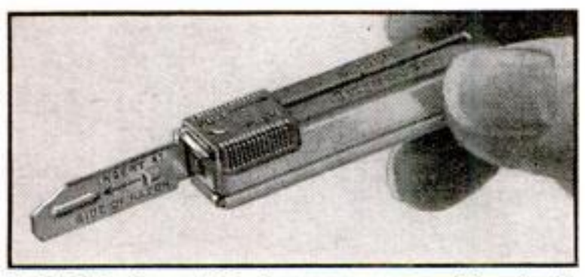
BUMPY: Whiskers grow in tiny pits (as pictured above), making a rough, uneven surface to be shaved. Unless this surface is ironed out smooth, the blade may nick the "humps" and fail to cut whiskers cleanly at the skin line in the "valleys."



OLD WAY: At left is the abandoned tooth-type guard once used on our $5.00 Magazine Razor. A fine instrument in other respects, it still has thousands of enthusiastic users. Its fault, now corrected, is that it did not sufficiently flatten and stretch the skin ahead of the blade. Therefore, its "teeth" had a tendency to rake *still another* series of furrows in the skin surface to complicate the shaving process.

NEW WAY: At right is the *solid, flat* guard of the Schick Injector Razor (now used also on the Magazine Razor) which is scientifically *designed* to flatten and stretch the skin. Whiskers are forced up from their pits just ahead of the blade edge and held firmly upright as the blade whacks them off evenly at the skin line. Five years of study by one of America's great Industrial Research Institutes* helped to develop this common-sense blade guard. Already, *more than a million* shavers have switched to the Schick Injector Razor. For a shave that is both close and comfortable, use this *modern* razor on *your* face tomorrow.





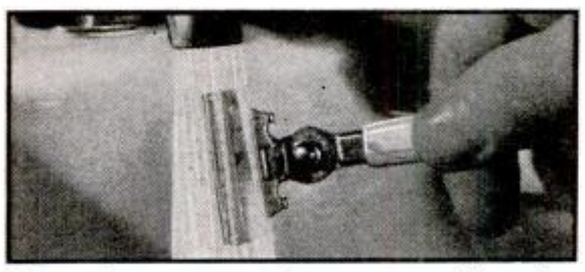
Schick Injector Blades are protected in a bath of oil in this metal cartridge. Blade edges are actually suspended in space; no paper wrapping which might rub and dull them.



Schick Injector Blades are double-thick . . . *able* to take and *hold* sharper edge. Each blade is individually ground, honed, stropped, inspected. *More shaves per blade.*



One-second blade change . . . a pull and push of the "trigger". . . out shoots the old blade, in goes a new one . . . nothing to unwrap, fumble, take apart or re-assemble.



Save minutes every day . . . no need to wipe and dry the Schick Injector Razor after every shave . . . a flush under the faucet, and it's clean. Blade is not removed.

SCHICK INJECTOR RAZOR

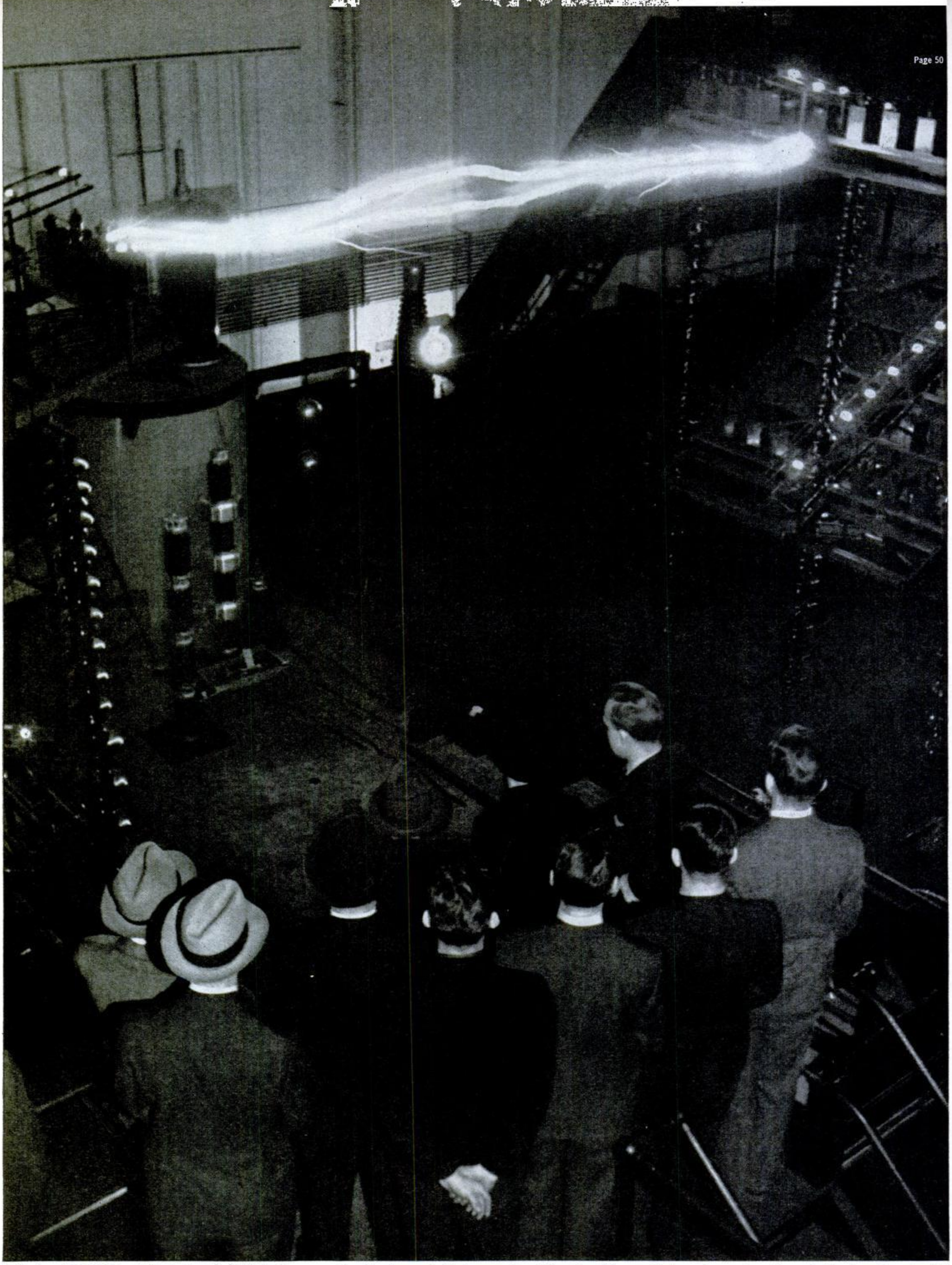
$2.00 with 20 blades
$3.00 in Canada



The DeLuxe Model Schick Injector Razor with 20-blade cartridge packed in a durable black water-proof case, sells for $2 ($3 in Canada) at all good drug stores.
Magazine Repeating Razor Company, Bridgeport, Connecticut.

**It is against the policy of this famed research organization to permit its name to be quoted in advertising. The five year shaving study, however, has been widely publicized in leading medical and scientific journals as well as featured in magazine and newspaper articles. The names and dates of issue of these journals and magazines will gladly be furnished upon request.*

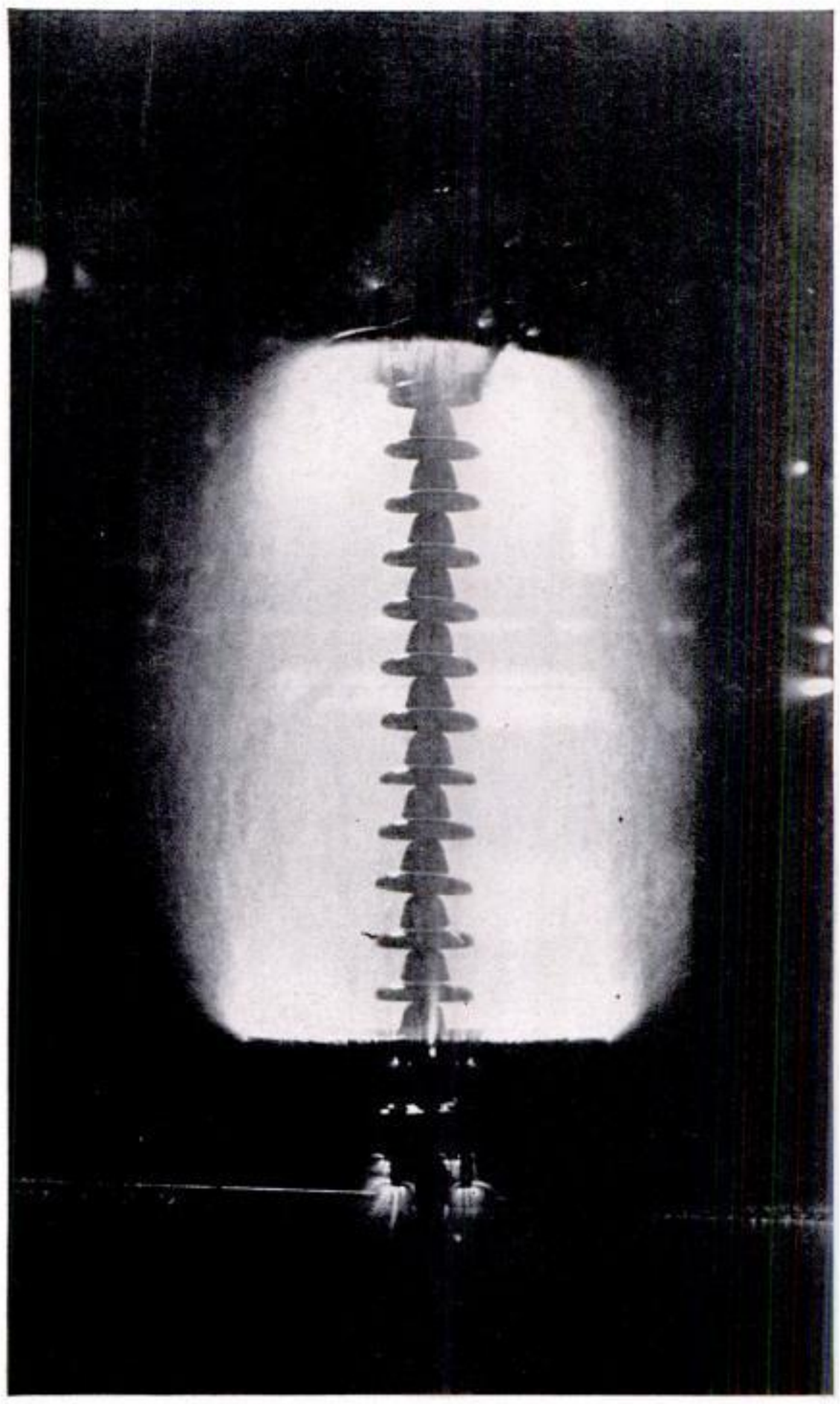
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This is a 10,000,000-volt flash of artificial lightning, the most powerful electric bolt ever wrought by man. It is skipping across a 30-foot gap between two generators in the high-voltage laboratory of the General Electric Co. at Pittsfield, Mass., produces a thunderclap as deafening as natural thunder. The electric voltage is gradually built up in each generator to 5,000,000 volts, the pull between the two poles becoming continuously greater. Finally, when the pull reaches its maximum there is a short circuit, the two charges leap through the air and meet midway, temporarily blinding spectators. While these experiments are not open to the general public, streamlined 10,000,000-volt generators will be exhibited at the 1939 World's Fair in New York City.

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GENERAL ELECTRIC LABORATORIES MAKE LIGHTNING TO ORDER



Insulators for power lines are tested under 1,000,000-volt current. By watching flashes, engineers can tell when the parts are faulty.

To General Electric research engineers lightning is a predatory form of electricity which kills men, damages costly transformers, power lines and homes. Yet the company is also busy making transmission lines that carry currents nearly as great and sometimes as fatal as lightning. Hence their scientists spend much time developing methods of protecting power lines and humanity against the unorderly attacks of lightning.

Through the use of a special high-speed camera these scientists have confirmed the theory that natural lightning does not shoot down to earth in one bolt as the human eye sees it. It is preceded by a relatively slow leader stroke which zigzags to earth in hesitating steps about 200 ft. long, cutting a path through the air for the main discharge. Subsequent strokes a few thousandths of a second apart follow this path at speeds of 10,000 miles per second or faster. Another unsuspected phenomenon recently detected by the camera was that when a thundercloud gathers over the ground, lightning often shoots up from the ground to meet the cloud's discharge and direct it to earth.

Because natural lightning cannot yet be harnessed for experimentation, General Electric has created a high-voltage laboratory packed with an uncanny collection of machines which create lightning in a controlled form and make spectators like those on the opposite page feel they are in the midst of a cataclysm.



Twenty-two cows under a tree were electrocuted, all in a row, by a stroke of lightning at Montoursville, Pa., in 1934. The bolt probably came down the tree, through the roots and up the legs of the animals.

A 2,000,000-VOLT BOLT OF ARTIFICIAL LIGHTNING IS USED TO DETERMINE HOW LIGHTNING RODS PROTECT THIS MODEL VILLAGE



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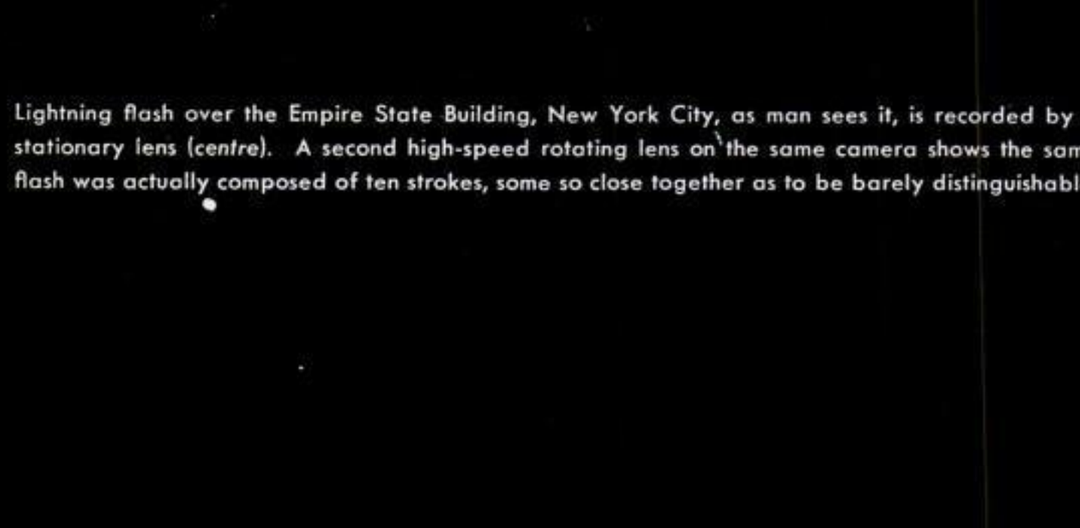
NATURAL LIGHTNING LOOKS LIKE THIS



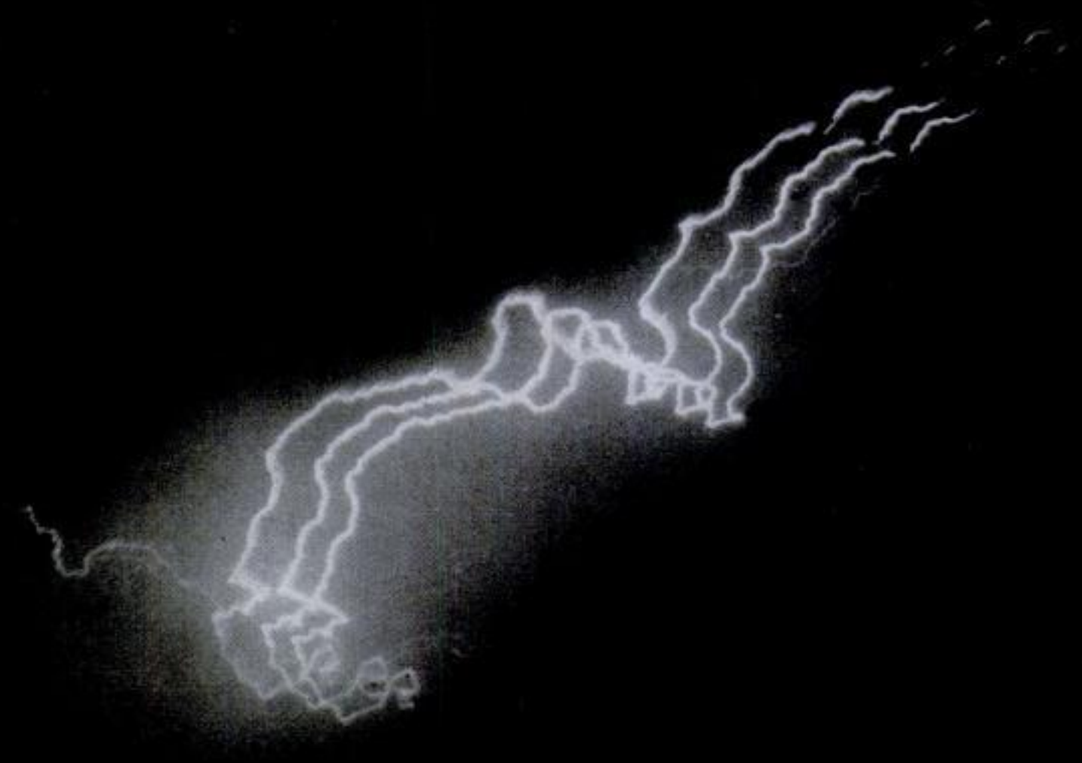
Lightning flash over the Empire State Building, New York City, as man sees it, is recorded by a stationary lens (*centre*). A second high-speed rotating lens on the same camera shows the same flash was actually composed of ten strokes, some so close together as to be barely distinguishable.



Flashes which appear to crash from clouds to ground are frequently met part way by streamers rising vertically. This picture, the only one to give practical proof to the theory, shows bright upward streamer meeting fuzzy downward bolt, and leading it to earth.



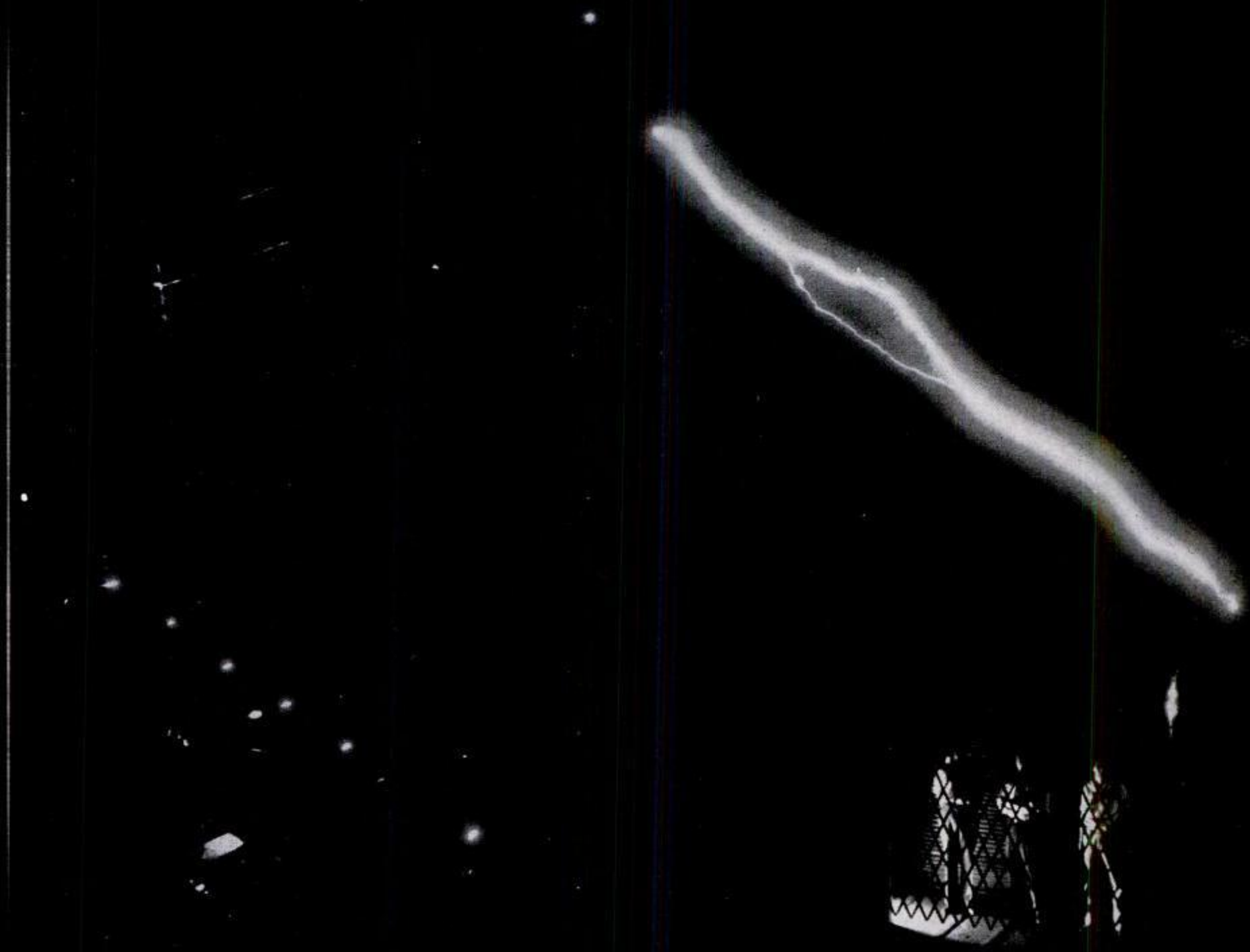
Cloud-to-cloud discharges occur when clouds are so high that the lightning cannot reach the ground. Each cloud is similar to a generator bank in the laboratory. One becomes positively charged and the other negatively charged until the discharge takes place.



This multiple stroke was made visible because strong wind blew the path charted by the first stroke of lightning from left to right in this picture in a few thousandths of a second. As a result, the consecutive strokes followed parallel courses to reach the ground.

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ARTIFICIAL LIGHTNING LOOKS LIKE THIS



This 5,000,000-volt artificial flash of lightning can split and blow apart a tree. Hence, observers are kept at a distance.



Artificial lightning discharged through a copper wire first brings it to melting point, then vaporizes it. The wire gives out a shower of sparks, is entirely volatilized. Transmission lines are tested by this method to measure amount of electricity they can carry.



A 1,000,000-volt discharge into three pinwheels makes them revolve, generate nine-foot arcs. Minerals placed on the pinwheels vaporize and color the flames of electricity. By watching the paths of these colors, scientists learn how electrified particles travel through arcs.

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G. E.'s price of progress is the millions it spends on research

General Electric's main business is to sell some $380,000,000 worth of lamps, radios, refrigerators and big electrical apparatus. Without inventing a new product or even perfecting any old one now in existence, it could probably maintain its reputation and sales for five or ten years. At the end of that time it would find that, though the general market for electrical products continued to swell, its own market persistently shrank.

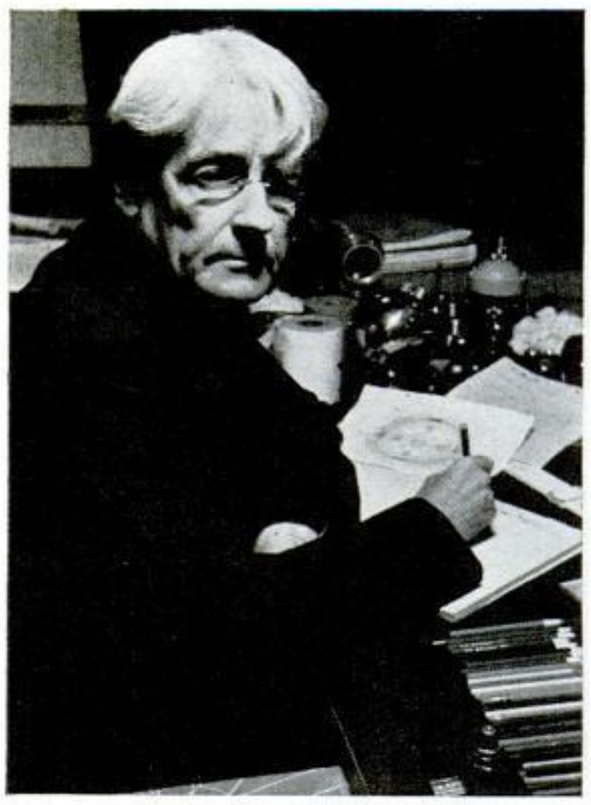
G.E. has long realized that the price of progress is the cost of research. That is the reason it spends millions a year on laboratories, famed scientists like those below and several hundred unfamed but promising young engineers. For every dollar of profit earned through progress the company estimates the public has been saved from ten to one hundred dollars.

Principal reason for the existence of the high-voltage laboratory is that G.E. manufactures transformers and equipment for transmission lines which criss-cross the U. S. carrying current as high as 287,000 volts. Lightning, striking lines and stations, wrecks transformers, completely interrupts all transmission of electricity. Determined to explain and prevent this phenomenon, researchers built a model cloud and power line, reproduced the occurrence in laboratory.

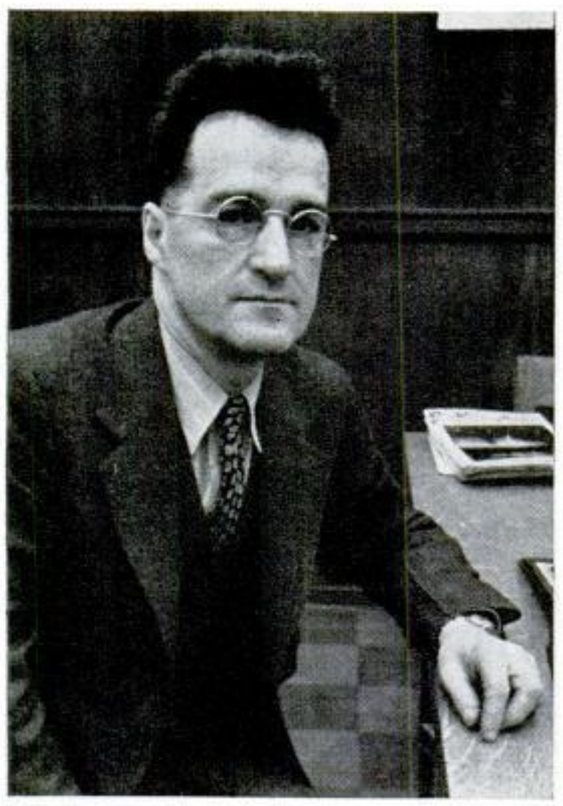
From this experiment they were able to calculate that a lightning flash usually had a power of at least 100,000,000 volts and created a secondary induced current 200 times smaller in transmission line without even hitting it. The induced voltage causes the breakdown. They also found that lightning struck the highest object in any area 95 per cent of the time, hence had a predilection for tall lines and stations. To protect the latter, they now string wires parallel to and above power lines and connected to earth at towers, thus catching and grounding the induced currents.

Finally, transformers tested by artificial lightning have shown how and of what material they should be built to withstand high voltage, keep cities from being left in the dark as a result of lightning storms.

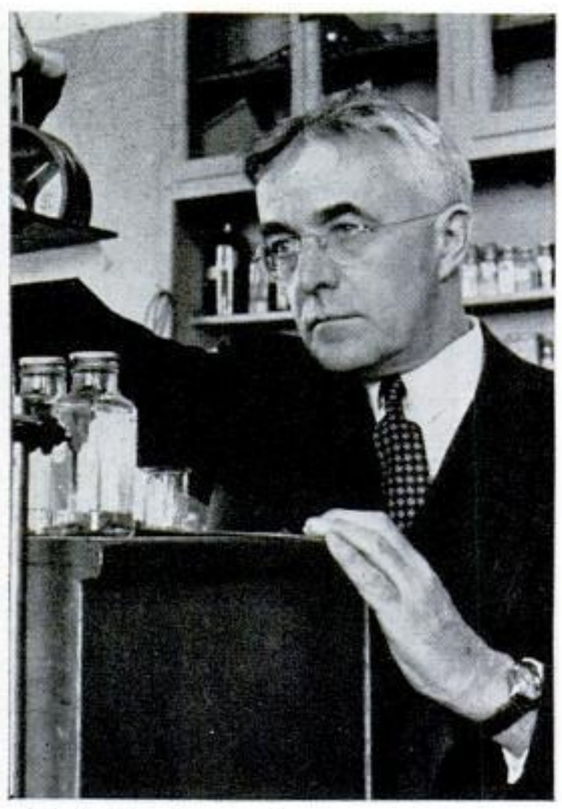
Voltage is measured by these aluminum balls. The voltage is proportionate to the distance between them at the time of discharge. These highly polished six-foot spheres provide the only method for measurement of high voltages.



Allan Barringer Hendricks Jr. designed the first successful million-volt transformer and the coils for the world's largest cyclotron.



Karl Boyer McEachron is G.E.'s expert in discovering the properties of natural lightning and creating artificial bolts.



Dr. Irving Langmuir, associate director of research and Nobel Prizewinner, has measured size of a single molecular layer.



Dr. William D. Coolidge (*right*), X-ray expert, is director of research laboratory. Assistant director is Dr. Saul Dushman (*left*).

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Giant transformers

The man above is attaching cables to the tank of a giant transformer. The tank will be carried to another shop, filled with oil, coils and an iron core. It will then be thoroughly tested in the lightning laboratory. This particular transformer will soon be shipped to the San Joaquin Light & Power Co. There it will take in electric current under a pressure of 10,000 volts, step it up to 100,000 volts or more. The higher the voltage the easier it is to transmit current through thin wires over long distances.

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AMERICANS HAVE DIED FIGHTING FOR DEMOCRACY IN SPAIN:



David McKelvy White, 36, Princeton and Columbia graduate, is a son of Ohio's onetime Governor George White. He was teaching English at Brooklyn College when he left for Spain. After fighting at Brunete, he returned to become chairman of the Friends of the Abraham Lincoln Brigade.



Morris Fishman, 34, actor and electrician, went to Spain from Los Angeles, was arrested in France both on his way in and out. Assigned to the transmission service, he established telephone communications at the Aragon front and at Teruel. He fears America will go fascist if Europe does.

In their victorious sweep to the capture of Belchite on March 10, the Rebel forces of Francisco Franco claimed a smashing blow to the Loyalists' international volunteers, including capture of 400 Americans of the Abraham Lincoln Brigade. But in their headquarters on Manhattan's West 45th Street, Friends of the Brigade snorted: "That's the sixth time they've said the outfit was wiped out."

American volunteers in the Loyalist cause began straggling into Spain soon after the war began. On Christmas Day 1936, 40 of them banded in the Abraham Lincoln Battalion. They got 400 enlistments by Lincoln's Birthday, became the Abraham Lincoln Brigade. About half the 3,200 Americans fighting in Spain now belong to it. One-fourth of them are Communists, one-tenth New York Jews, but they also include Republicans and a college professor. The one thing they have in common is a passionate hatred of fascism.

Some 250 of them have been killed in action. A like number, including those on these pages, have been invalided home. The Friends of the Abraham Lincoln Brigade raise money for aid and publicity ($125,000 to date), lobby against the Neutrality Act.



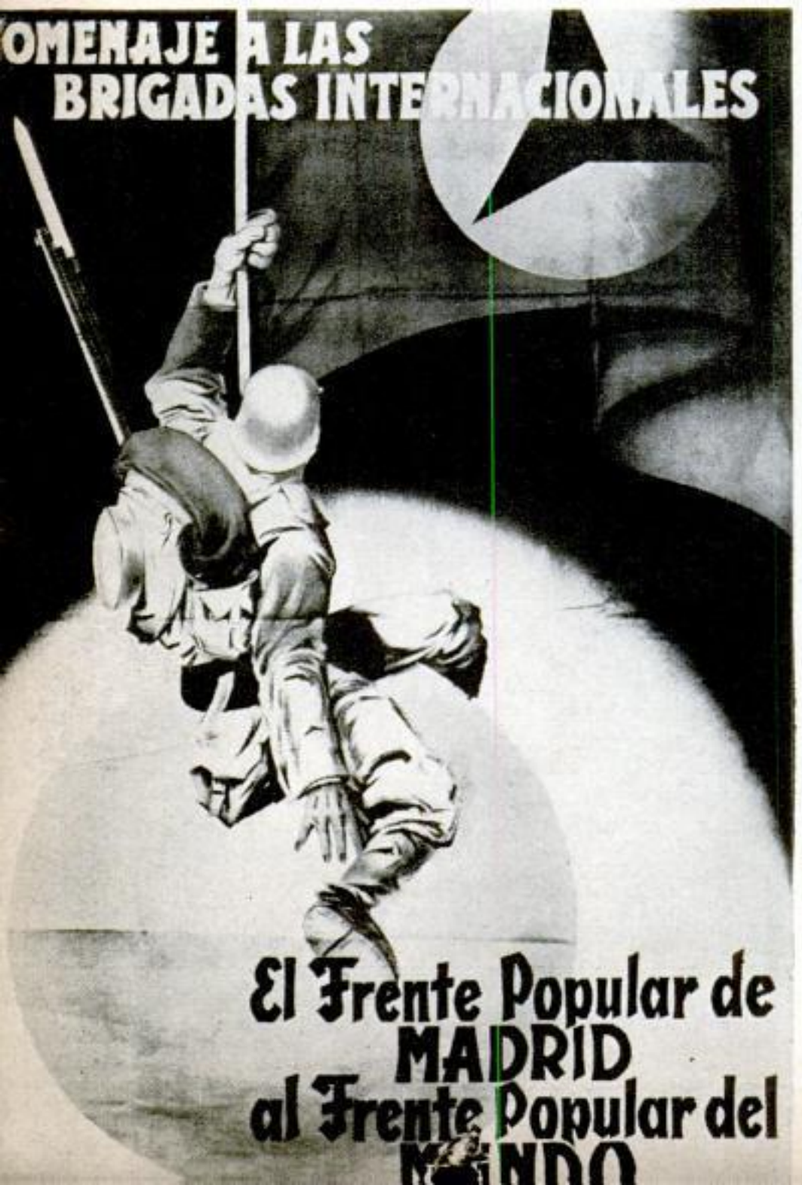
Hy Roseman, 26, studied evenings at Brooklyn College, finished at the University of Wisconsin, went on to Heidelberg to study medicine. The Nazis kicked him out because he was a Jew. His left arm was shattered by an explosive bullet at Brunete, has recently been re-broken and re-set.



Nils Berg, 23, is a New Yorker of Swedish descent. Before he went to Spain he was a commercial artist, which made it tough for him when he lost a finger off his right hand at Jarama. Now unemployed, Berg is learning to draw with his left hand. He belongs to the Democratic Party.



Frederick I. Lord shot down 22 planes during the World War, won rank of major in the U. S. Air Corps, turned professional soldier afterward. From Mexico he went to Spain as a mercenary, now says: "The struggle of the Spanish people changed me from adventurer to zealous partisan."





Douglas Roach, 28, used to be a professional wrestler, traveling the country-fair circuit in his native Massachusetts. The Scottsboro case woke him to social and race consciousness. Wounded at Brunete, Roach says: "I went to Spain to fight Mussolini and avenge the rape of Ethiopia."



Max Katz, 21, served in the U. S. Army for four years, then got a longshoreman's job in his native New York. He went to Spain with the first American volunteers, returned last August with "internal disorders." On Feb. 27, anniversary of his first time over the top, he got married.

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THESE ARE SOME OF THE FASCIST-HATERS WHO CAME BACK ALIVE



Ruby Erlich, 25, a New York salesman now unemployed, was shot through the shoulder at Jarama, left standing behind a tree during the rest of the four-hour attack. A Communist, Erlich went to Spain because he hates fascism and saw Spain as the battleground of workers against feudalism.



William Harvey, 23, born in Trenton, N. J., worked as farmhand in the Midwest, as a bus boy and furrier in Manhattan before he went to Spain because, he says, "I am a Jew. I know what Hitler is doing to my people." In the back of his neck he carries a bullet which he got at Jarama.



Philip Haydock, 23, is a Brooklyn Irishman who studied nights for four years to become an electrical engineer, one year to become a French teacher, was being trained as a salesman when he went off to Spain. He tended mail there, returned with scabies and shot nerves. He is a Communist.



Aaron Harris, 32, served in the U. S. Navy four years, got a job as stationery salesman in Wall Street, lost it after the Crash, was working on a WPA sewer project when he went to Spain. Harris lost his left eye there, got a glass one when he returned last fall. He is now unemployed.



Jerry Warren, 22, is the smallest and one of the best-liked Americans who has fought in Spain. An orphan, Warren quit Brooklyn College after one year to become clerk in a Manhattan coat factory. In Spain he was a runner. "Spain," says Jerry Warren, "is the battleground of Democracy."



Robert Klonsky, son of a Brooklyn cantor, designed scenery in summer camps and managed Brooklyn's Brownsville People's Bookshop after he finished high school. After service at Jarama and Brunete, Klonsky was invalided out with "internal disorders," is now a Friends field organizer.



Bunni Sovetski, 27, was born in Chicago of Lithuanian parents. After high school he was Youth Editor of Chicago's Lithuanian newspaper, *Vilnis*. He spent a year in Spain, drove an ambulance and fought at Jarama and Brunete, got yellow jaundice at Belchite. He is now jobless.



Hy Stone, 25, went to Spain with his two brothers, Joe, 24, and Sam, 22. The three fought side by side at Brunete where, on July 10, Joe and Sam were killed. A Communist, Hy wanted to help stamp out fascism before it got to America. He was a truck driver before, is now a clerk.



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THE WORLD WATCHES SPAIN
THE WAR'S CRUCIAL HOUR

again disaster threatens the Left

In warm spring, with peach blossoms pink on the branches, General Franco drove straight at the coast. His troops were led by Italian divisions and backed by 700 German and Italian planes. To blast Barcelona into submission 18 separate air raids in three days killed 1,300 people, wounded 2,000 more, then showered the city with leaflets: "Surrender or die!"

Not since Francisco Franco's regiments first knocked at the gates of Madrid in November 1936 have his chances seemed brighter or the end of the Spanish war closer. On March 19 Rome correspondents reported that the sharp diplomatic fencing between Britain and Italy was being conducted with a Franco victory in Spain as a foregone conclusion.

Meanwhile in Salamanca, the yellow sandstone capital of the Franco regime, the war seems much more remote than the 90-odd miles that separate this golden-yellow university city, where Christopher Columbus lectured on his travels, from the Madrid front. Only once has it been bombed, and then ineffectually. A small city, surrounded by rich bull-breeding *ganaderiás* (ranches) and supporting a great cathedral and a reactionary university, Salamanca fell to Franco without struggle, and no terrorism has been necessary to hold it since.

Hotels jammed with German and Italian diplomats and officers and the ancient university crammed with new governmental departments have brought Salamanca such prosperity as it has not known in 300 years. Loyalist Spain fights for its principles on dried peas and horse meat, but the new night express from Portugal not only brings German agents and material to Salamanca daily, but lobsters, shrimps, the first fresh seafood most Salamancans have ever seen.



For Loyalists and their friends, the only bright spot on this wrinkled map of Spain is the dot off the coast of Spain where a torpedo and aerial bombs sank the cruiser *Baleares* (*see page 62*). All but 100 miles of the twisting white snake that marks the war front was deathly quiet. Both sides had rushed every man and gun to the Aragon front between Huesca and Teruel where Francisco Franco was driving straight at Tarragona, home of yellow and green chartreuse, in a supreme effort to cut Barcelona from Valencia and end the war. The traditional way to capture Barcelona is to drive from Huesca to Lerida whence all roads run downhill to the sea, but Lerida today is still too strongly defended.



Very young, and very new to warfare are these elegant *tenientes* strolling in Salamanca's plaza for the sherry hour.



No night clubs exist in Salamanca, but there are still plenty of shuttered houses to hire Andalusian dancing girls.



Never again will this veteran officer see a dancing girl or the bright bulbs on the Plaza Mayor on feast nights.

Copyrighted material

FROM THE BANKS OF THE TORMES SCHOOLBOYS CAN LOOK TOWARD THE GOLDEN CATHEDRAL OF SALAMANCA, FRANCO'S CAPITAL



Arriba Espana! Spain Arise! This cry and the Fascist salute are the first things taught these black-eyed war orphans by nurses whose neat white uniforms bear embroidered the five yoked arrows of the Falangist (Phalanx) Party.



Shouting for pesetas to feed the Rightist poor during the winter is this blue-shirted young Falangist girl auxiliary.

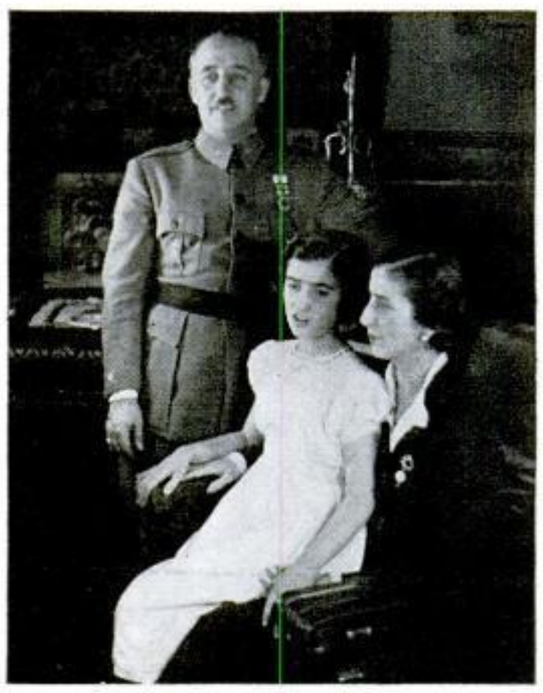
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Spain's Caudillo is a sociable man

(continued)

El Caudillo in Spanish means Chief, *Führer* or *Duce*, but those who have shaken his hand know that El Caudillo Franco is no fire-eating dictator, but a bewildered professional soldier, thrust by the death of his superior, General José Sanjurjo, into the leadership of a rebellion in which he had expected to become merely Governor of Morocco. Franco's value to his Cause lies more in his tact and amiability with his assorted followers than in his ability as a military man.



With his wife, Carmen Polo, and his daughter, Carmencita, Franco poses at Salamanca.



At Burgos, Franco holds a tennis racket while his daughter twists her cousin's hair.



On the Madrid front, General Franco steps out of a narrow trench, while rifles in hand, two red-capped Carlists, a Regular, and a cocked-hatted Civil Guard stride toward him.



These horses' rumps support white and scarlet Moorish Spahis on duty outside the confiscated château that serves as Franco's headquarters whenever he is in Gothic Burgos. Increasingly General Franco has found golden Salamanca a more comfortable and useful capital.



The Moorish bodyguard smartly presents arms while General Franco and his aides step through an ancient Burgos gate for the first meeting of his "National Council" or Cabinet.



A glittering symbol of Benito Mussolini's faith in Francisco Franco is Italian Ambassador Count Guido Viola di Campalto, here decked in his finest feathers, ribbons and medals to present his credentials to the crimson-sashed Caudillo and act as Go-Between-Dictators.

Copyrighted material



The Moor and the Maiden

Franco's pride is his white-turbaned Moorish bodyguard, and his nine-year-old daughter Carmencita, here fraternizing enthusiastically in a fancy hat of her own. Most Spanish girls lack this opportunity. Most of Franco's Moors are allowed to loot after an engagement, but they are safely locked in barracks or in camp between engagements.

Copyrighted material

(Continued) *Introducing*

TO LIFE's READERS LIFE's 1938 ADVERTISERS*

This report continues a series introducing to LIFE's readers some of LIFE's 1938 advertisers.

(*ADDENDA—continued*)

AMERICAN SAFETY RAZOR CORP. (Gem): 1937 LIFE advertiser continuing. *Agency, Federal Advertising Agency, Inc.*

AMERICAN WINE CO.: 1937 LIFE advertiser continuing. *Agency, Gardner Advertising Co.*

BUXTON, INCORPORATED (Bill-Tainers, Key-Tainers): 1937 LIFE advertiser continuing. *Agency, J. Walter Thompson Company*

CANADA DRY GINGER ALE, INC.: 1937 LIFE advertiser continuing. *Agency, J. M. Mathes, Incorporated*

CARTER'S INK COMPANY, THE: "We were one of the first advertisers in LIFE because we had faith in its appeal. We are continuing to use LIFE because that faith was justified." *Agency, J. Walter Thompson Company*

CHAMPION SPARK PLUG CO.: A new LIFE advertiser in 1938. *Agency, MacManus, John & Adams, Inc.*

CHICAGO FLEXIBLE SHAFT CO. (Sunbeam Shavemaster): 1937 LIFE advertiser continuing. *Agency, Perrin-Paus Co.*

CHRISTY SALES CO., THE (Sport Knife): 1937 LIFE advertiser continuing. *Agency, Charles F. Dowd, Inc.*

COMMERCIAL CREDIT COMPANY: "LIFE's whole-family readership is important to Commercial Credit Company—'credit bankers' to America's families." *Agency, United States Advertising Corp.*

COVERKNIT, INC. (Hi-Jacs, Lo-Jacs): "Our results have been very gratifying—consumer inquiries—orders with cash—and orders from the country's foremost stores." *Agency, H. Arthur Engleman*

EASTMAN KODAK COMPANY: A new LIFE advertiser in 1938. *Agency, J. Walter Thompson Company*

FREW, E. ANDREWS (Spruce Trees): 1937 LIFE advertiser continuing. *Agency, C. F. Kern Advertising Agency*

GENERAL SHAVER CORP. (Remington Rand Close Shaver): 1937 LIFE advertiser continuing. *Agency, Batten, Barton, Durstine & Osborn, Inc.*

GENERAL TIRE & RUBBER COMPANY, THE: 1937 LIFE advertiser continuing. *Agency, D'Arcy Advertising Co., Inc.*

GOODRICH, B. F., CO., THE (Passenger Tires): "Goodrich has been a steady advertiser in LIFE since the first Goodrich Silvertown Tire advertisement appeared in LIFE's second issue, published November 30, 1936." *Agency, Ruthrauff & Ryan, Inc.*

GUILD OF PRESCRIPTION OPTICIANS: "We are continuing in LIFE because Guild Opticians report increasing public understanding of the need for a medical eye examination—the keynote of our LIFE advertising." *Agency, J. B. Haines Advertising Agency*

HAMILTON WATCH COMPANY: "LIFE was valuable to us as an advertising medium in 1936 and 1937, and therefore we are using it in 1938." *Agency, Batten, Barton, Durstine & Osborn, Inc.*

HART, SCHAFFNER & MARX: 1937 LIFE advertiser continuing. *Agency, Batten, Barton, Durstine & Osborn, Inc.*

HYVIS OILS, INC.: "We have had more favorable comment regarding our advertising in LIFE this past year than we have ever had from any advertising that we have ever done." *Agency, The Aitkin-Kynett Co.*

KELLY-SPRINGFIELD TIRE CO., THE: 1937 LIFE advertiser continuing. *Agency, J. Stirling Getchell, Inc.*

LACQUERWAX CO.: "The big swing is to liquid wax for auto finish protection. We are counting on LIFE to help sell that idea in 1938." *Agency, James Thomas Chirurg Co.*

MEAD GLIDERS (Ki-Yak): 1937 LIFE advertiser continuing. *Agency, Matteson-Fogarty Jordan Co., Inc.*

MOTHERSILL REMEDY CO., LTD.: "To us, advertising in LIFE is an important means of reminding two million up-to-date families to keep Mothersills in their travel kits." *Agency, Colonnade Advertising Agency*

NATIONAL BOARD OF FIRE UNDERWRITERS, THE: "We know that every reader of LIFE benefits from the services of Capital Stock Company Fire Insurance so we are continuing in LIFE during 1938." *Agency, Geare-Marston, Inc.*

NICHOLL, INC. (Velvet Shaver): A new LIFE advertiser in 1938. *Agency, Emil Brisacher & Staff*

OLMSTEAD, ALLEN S. (Allen's Foot Ease): 1937 LIFE advertiser continuing. *Agency, Gotham Advertising Co.*

PENDLETON WOOLEN MILLS: "The enthusiastic response from both consumers and merchants from our 1937 LIFE advertising was the convincing factor in our decision to continue our LIFE advertising in 1938." *Agency, Gerber and Crossley, Inc.*

PORTIS BROS. HAT CO.: ("Lark"): 1937 LIFE advertiser continuing. *Agency, Stack-Goble Advertising Agency*

SCHRETER, A., & SONS, INC. (Sea-Kool Neckwear): "After the demonstration of LIFE's pulling power last season, we simply could not stay out this year." *Agency, Cahn, Miller & Nyburg, Inc.*

★Advertisers who have already scheduled space in LIFE in 1938. Other advertisers who have scheduled space since the beginning of this series will be listed in a later report.

(*To be Continued*)

LIFE - LIFE - LIFE - LIFE - LIFE - LIFE

Copyrighted material

Life Goes to a Party



JUDY GARLAND READS HER INVITATION TO THE SIGMA CHI DINNER AS TWO OF THE BROTHERS LOOK ON

with Judy Garland, who becomes the Sweetheart of Sigma Chi

Most famous of all fraternity songs, and one of those whose words can be printed without danger of violating the postal laws, is *The Sweetheart of Sigma Chi.* To give Sigma Chi a sweetheart in person as well as in song, members of its Alpha Gamma chapter at Ohio State University lately initiated 14-year-old Movie Actress Judy Garland into this 83-year-old fraternity. Taking advantage of the fact that this M-G-M starlet, fresh from her success in *Everybody Sing*, was making a personal appearance at Columbus' Ohio Theatre, the fraternity presented her with a Sigma Chi pin on the stage. She was whisked to the chapter house for dinner after which she sang songs and indulged in the various fraternal high jinks shown on these pages.

The idea of making Miss Garland the Sweetheart of Sigma Chi originated with no press agent but with two Ohio State Sigma Chis, Richard Ross and Dean Palmer. Thanks to them, this winsome young girl, whose singing and acting net her $1,500 a week, may greet as brothers not only James McDonald, co-captain of the Ohio State football team, and Keith Bliss, member of Bucket & Dipper, junior honorary society, but also former Supreme Court Justice Willis Van Devanter, former Secretary of War Patrick J. Hurley, Booth Tarkington, George Ade and Hervey Allen.



Flanked by Ohio State Sigma Chis, Judy Garland is escorted to the chapter house by Wesley Leas, president of the senior class and drum major of the University's marching band.



Initiation fun for Judy included Jim McDonald's famous ape act (LIFE, Nov. 1). Fraternity brothers were more interested in Judy's reactions than in the McDonald grimaces.

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JUDY GARLAND PADDLES VIGOROUSLY. BELOW SHE IS AGHAST AT THE DAMAGE SHE HAS APPARENTLY INFLICTED ON FOOTBALL CO-CAPTAIN JAMES MCDONALD

CONTINUED ON NEXT PAGE

Copyrighted material



A THIRD GRAND SLAM with GRAFLEX

Three grand slams in a row! That's the Graflex record for all three of the Annual National News Picture Contests. Every one of the thirty prize-winning pictures since these contests were inaugurated have been taken with Graflex American-made Cameras. In this year's competition all five prizes were won with Speed Graphic Cameras—the cameras that are making prize-winning pictures for amateurs and professional photographers everywhere. If you, too, want to make prize-winning pictures, get a Graflex-made Camera at your dealer's.



FREE! Send for our free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories. Paste coupon—or write your request—on penny post card, if you wish. Folmer Graflex Corporation, Dept. L-30, Rochester, N. Y., U. S. A.

FOLMER GRAFLEX CORPORATION
DEPT. L-30, ROCHESTER, N. Y., U. S. A.
Please send me your illustrated catalog describing Graflex and Speed Graphic American-made Cameras and Accessories.

NAME_____

ADDRESS_____

CITY_____ STATE_____

GRAFLEX
PRIZE-WINNING CAMERAS



You get quick, safe COUGH RELIEF with PERTUSSIN!

● Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

PERTUSSIN
Large Trial Bottle for 10¢

Seeck & Kade, Inc., Dept. AD- 1, 440 Washington St., N.Y.C. Please send me a large Trial Bottle of Pertussin. I enclose 10¢.

Name_____

Address

Allen's Foot-Ease



IN THE NEW SHAKER TOP TIN
The antiseptic, soothing powder for the feet in a handy and convenient container for the dressing table and traveling bag. Sold by Druggists everywhere. Soothes tender, swollen feet. For Free Sample and Walking Doll address Dep't. C

ALLEN'S FOOT-EASE, LE ROY, N. Y.



A milk toast was drunk to Judy Garland's health following the fraternity dinner attended by 90 Ohio State Sigma Chis. First girl member in the local chapter's 56 years, Judy is considered the ideal Sweetheart of Sigma Chi because she has "personality plus."



Her skill at table tennis immediately made Judy Garland a respected member of Ohio State's sports-minded Sigma Chi chapter.



Fraternity President Philip Hughes "plants the pin" on the most recent Ohio State Sigma Chi pledge at Ohio Theatre in Columbus.

Copyrighted material



At the Sigma Chi house Judy Garland, whose voice has made her favorably known to countless movie-goers, sings for the pleasure of her Ohio State fraternity brothers. Noted for its athletes, Sigma Chi has had 33 All-America football players since 1922.

Sigma Chi's election of Judy Garland at Ohio State as their fraternity sweetheart was inspired by the famous song, *The Sweetheart of Sigma Chi.* This was written and set to music back in 1911 at Albion College, Mich., by two Sigma Chis, Byron D. Stokes and F. Dudleigh Vernor respectively. The words:

When the world goes wrong as it's bound to do,
And you've broken Dan Cupid's bow,
And you long for the girl you used to love,
The maid of the long ago;

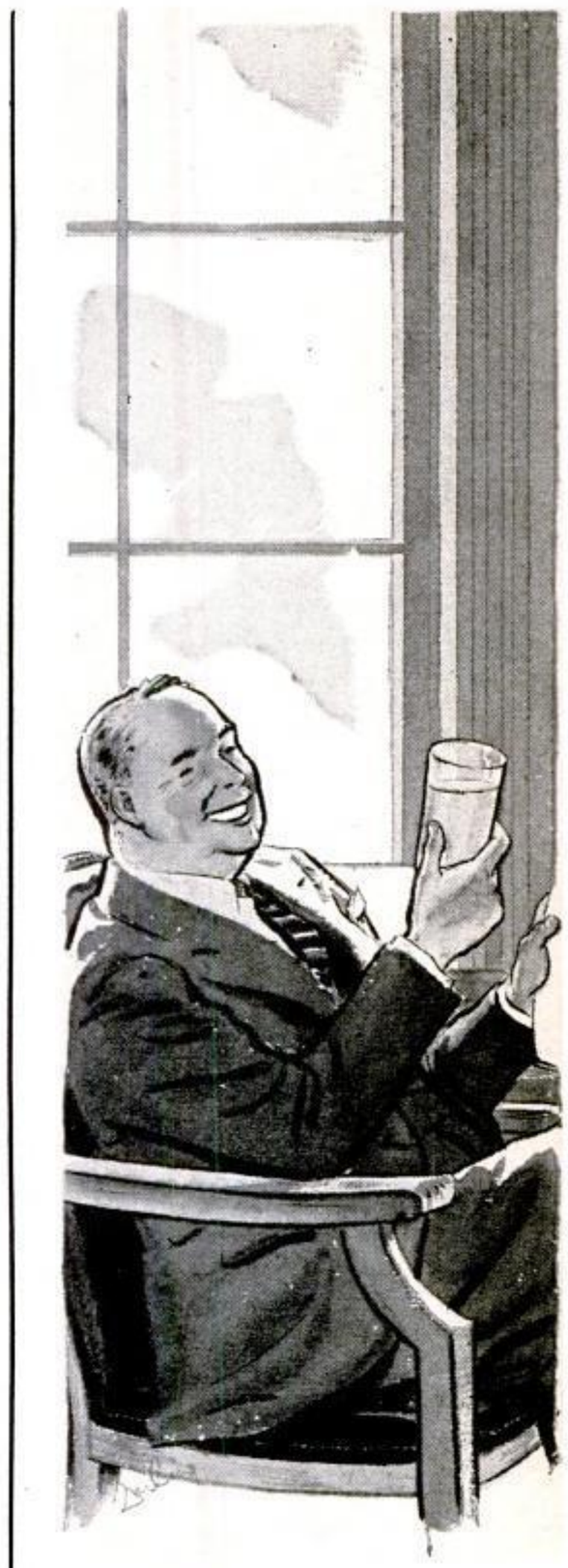
Why, light your pipe, bid sorrow avaunt!
Blow the smoke from your altar of dreams,
And wreathe the face of your dream girl there,
The love that is just what it seems.

The girl of my dreams is the sweetest girl
Of all the girls I know
Each sweet co-ed, like a rainbow trail,
Fades in the afterglow.
The blue of her eyes and the gold of her hair
Are a blend of the western sky;
And the moonlight beams on the girl of my dreams,
She's the Sweetheart of Sigma Chi.

In the past 27 years, this sentimental song has become familiar not only to Sigma Chis but to countless other fraternity and non-fraternity men all over the country. Copyrighted by the Melrose Bros. Music Co. of Chicago, through whose permission LIFE reprints the extract quoted above, it has sold some 450,000 copies. Mr. Stokes is now an advertising salesman in Chicago and Mr. Vernor a Detroit organist.



Singing at the Ohio Theatre, Judy Garland demonstrated the pleasing vocal technique which has made her a No. 1 movie starlet.



When you stop ticking, around 4 p. m., how a glass of DEL MONTE Pineapple Juice does wind you up again!

It's such a sparkling, zestful drink. Pure, natural, unsweetened — juice of field-ripened fruit, canned DEL MONTE's way the very day the golden "pines" are gathered. Refreshing — early or late!

YOUR TASTE WILL SAY

Del Monte

PINEAPPLE JUICE

The same fine flavor you know in so many other Del Monte Foods



Copyrighted material

WIVES TELL HUSBANDS—



Now millions know it's a *better* laxative in every way!

EX-LAX now SCIENTIFICALLY IMPROVED

The news is getting around—flashing from family to family—from wife to husband—from friend to friend. Ex-Lax, the laxative they said could not be improved, now is *better than ever!* Regardless of your experience with other laxatives, you owe it to yourself to try the new Scientifically Improved Ex-Lax. You'll be in for a pleasant surprise!

TASTES BETTER THAN EVER!

Ex-Lax now has a smoother, richer chocolate taste. You'll like it *even better* than before.

ACTS BETTER THAN EVER!

Ex-Lax is now even *more* effective. Accomplishes its purpose more thoroughly, more smoothly, in less time than before.

MORE GENTLE THAN EVER!

Ex-Lax is today so remarkably gentle that, except for the relief you enjoy, you scarcely realize you have taken a laxative.

• • •

All druggists now have the new Scientifically Improved Ex-Lax in 10c and 25c sizes. The box is the same as always—but the contents are better than ever! Try it!

argus
CANDID CAMERA
★ FAST ACTION
★ STAGE SHOTS
★ PORTRAITS

The precision-built camera so simple any amateur can use it—so precise that it is a favorite of professionals.

Takes outstanding still pictures on low-cost 35 mm. movie film, black and white or color—36 exposures at 1 loading.

★ Fast f 4.5 Triple Anastigmat Lens
★ 1/25 to 1/200 second shutter speeds
★ Two-position Simplified Focusing
★ Only 5" long and weighs 14 ounces

ONLY $12.50



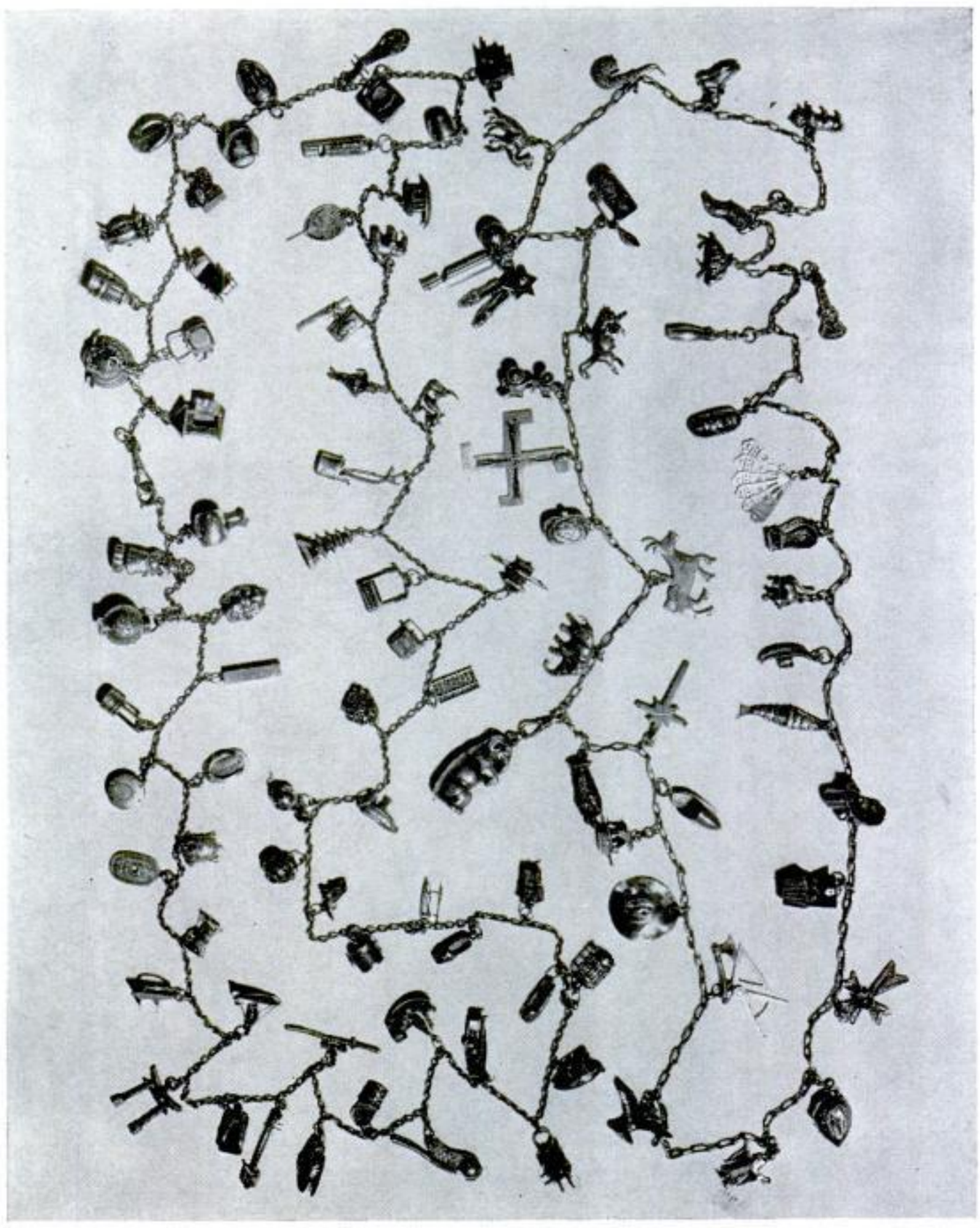
(Model AF with Focusing Mount $15.00)
Visit your Argus Dealer or write for literature

INTERNATIONAL RESEARCH CORPORATION
184 Fourth Street Ann Arbor, Mich.

Itching TORMENT
For prompt and long lasting relief use Resinol Ointment. Many doctors recommend it
RESINOL
FIRST AID FOR ITCHING SKIN

PICTURES TO THE EDITORS





DOE PARTY

Sirs:

The men of Phillips, Wis., thought their women were kidding when they threatened to hold a "doe" party if the American Legion gave a stag party with a Chicago tassel dancer as the featured attraction. The following night the women proved they were in dead earnest.

Clad only in a wolf's skin and a pair of buckskin moccasins, Berkley Griffin, husky 19-year-old Phillips high-school football player, thrilled 300 members of the Legion women's drum corps and their guests.

"Tarzan" Griffin, Otto Jacoubek, a photographer, and Jacoubek's assistant were the only men present when Tarzan slipped into the hall, climbed upon a table and gave a whooping "call of the jungles" (*above*).

"Although the women had lots of fun, it was one of the cleanest and most decent parties I ever attended," said Jacoubek.

SEEGAR SWANSON
Superior, Wis.

MRS. GARRETT'S CHARMS

Sirs:

The picture of the charms that appeared in LIFE a few weeks ago was very interesting. This collection of Mrs. John Garrett of Hartford is also of interest.

Mrs. Garrett picked up these 103 charms traveling around the world 25 years ago. The majority of them came from China and Japan. They are all made of silver with unusually fine workmanship. The whistles really whistle, the fan will close, the wheels on the vehicles turn, and the tallies on the abacus move.

BRYAN E. HOOKER
Hartford, Conn.

Copyrighted material

LIFE WITHOUT LEGS

Sirs:

In October 1930, Ralph Veady, a young Whittier College student, was driving a tractor when it toppled over, pinning him beneath. Both legs were crushed and had to be amputated. For months he hovered between life and death. Then he began to regain his strength. Now he is proprietor of a modest jewelry store in Bellflower, Calif., engages in a score of athletics, goes to parties and in general lives pretty much of a normal life.

He taught himself how to swim all over again. Now he rides surfboards (*below*) and dives with the best.

Ice skating came next, first with a pair of skates made by himself. Now he presents an entertaining spectacle on the huge Polar Palace rink in Los Angeles.

Three years ago Veady managed to procure a pair of artificial legs. It was a job to learn to walk but he did. Now with them he rides a bicycle, dances, drives an auto, walks about town and tends counter in his store.

LOU HEAD

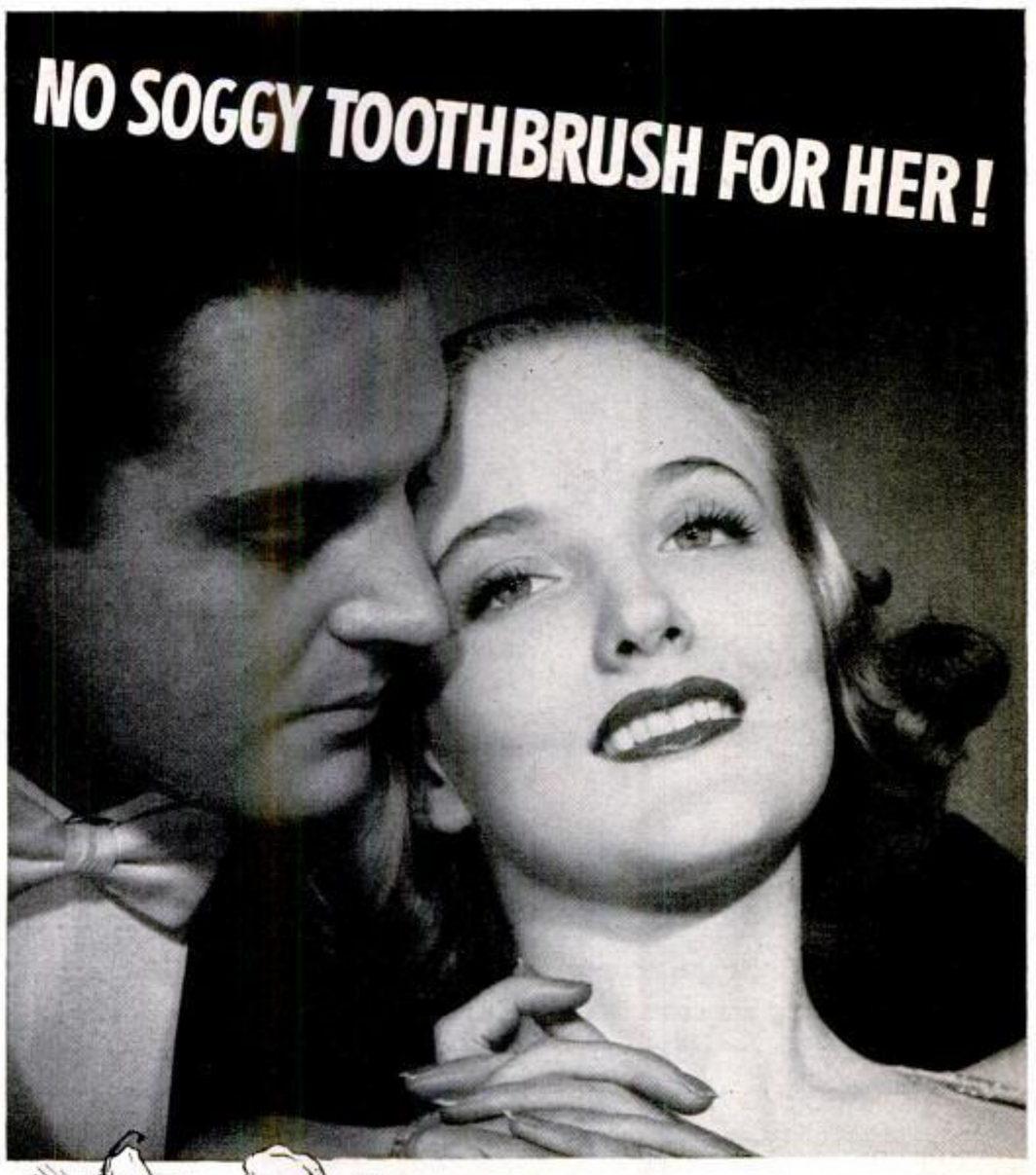
Bellflower, Calif.







NO SOGGY TOOTHBRUSH FOR HER!





She knows the secret of a **really clean** mouth

IT'S UNTHINKABLE TO SCALD OR BOIL THE BRISTLES OF A DR. WEST'S as 8 out of 10 women do an ordinary brush. No wonder inferior brushes turn limp and soggy the minute they're put in water, ruining all chances for really clean teeth.

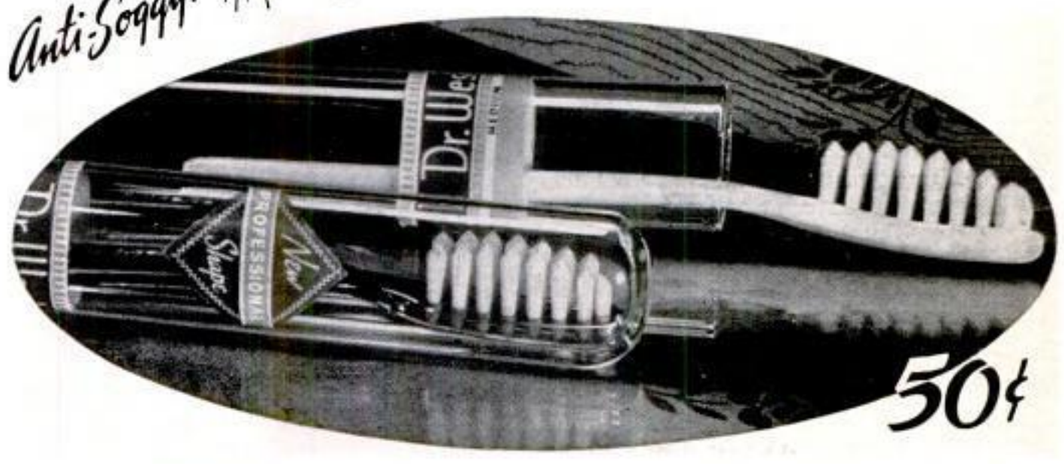
A DR. WEST'S IS MADE WITH THE WORLD'S FINEST BRISTLES, WATER-PROOFED by an exclusive process. It's the only anti-soggy brush!

●How do thousands of beautiful women achieve true mouth charm—sparkling teeth, a lovely smile, untainted breath? They have learned the importance of using an *anti-soggy toothbrush*.

To keep your teeth *really clean*, you need a toothbrush that does not get *soggy* when wet . . . a toothbrush so sterile that dangerous home sterilizing is unnecessary. That means only one thing—a DR. WEST'S *Water-proofed* Toothbrush.

DR. WEST'S *alone* is water-proofed against sogginess. DR. WEST'S *alone* is sealed in a glass tube, 100% germ-free.

Anti-Soggy!



DR. WEST'S **WATER-PROOFED** TOOTHBRUSH

Copyrighted material

SET UP YOUR HODGSON CAMP COTTAGE
BETWEEN SUNRISE AND SUNSET



While one day's sunshine floods the woods, you can erect there a lifetime cottage. All parts are delivered ready to assemble—roof, porch, walls of lasting oiled cedar, with doors hung, windows placed. Simply fit the sections together, secure them with special Hodgson bolts, and move in for supper!

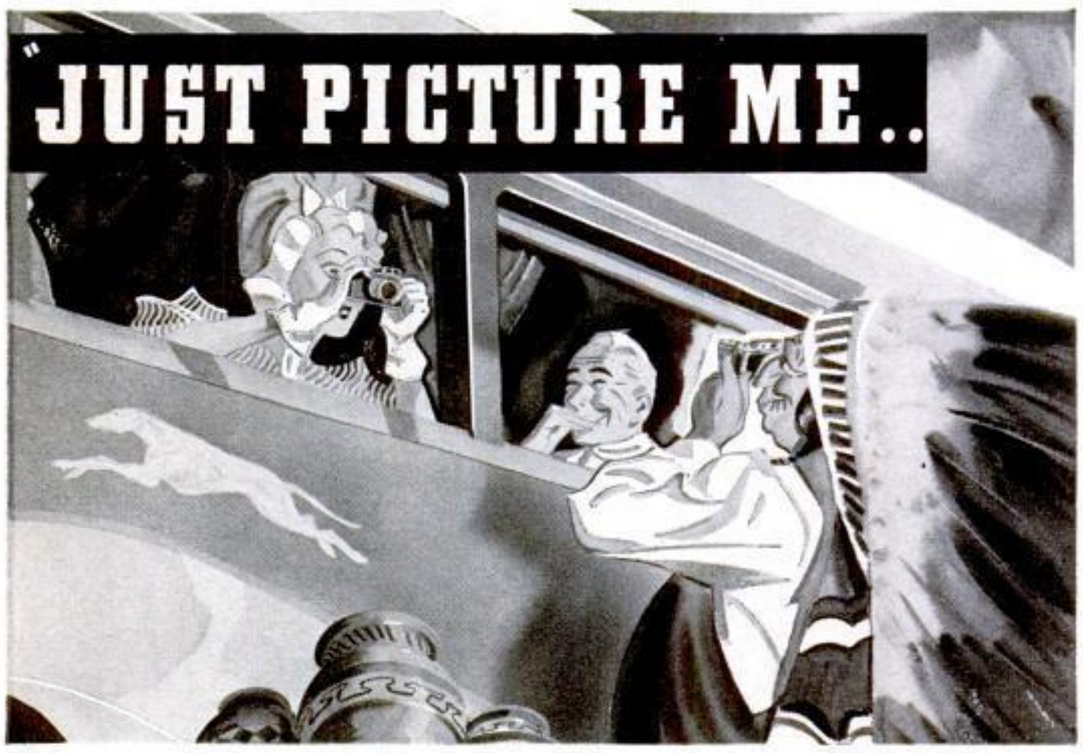
With your own hands you've set up a camp that is weather-tight. No paint necessary. Rustless hardware. $200 up. Extra rooms easily added. Visit the Hodgson colonies in New York, Boston, and Dover, Mass. Or, write for Catalog LX-3. Also greenhouses, playhouses, kennels, garages, etc.

HODGSON CAMP COTTAGES

E. F. Hodgson Co., 1108 Commonwealth Ave., Boston • 730 Fifth Ave., New York

OVER 40 YEARS OF PREFABRICATION EXPERIENCE

"JUST PICTURE ME..



having fun on my Greyhound trip"

Perhaps the old Chief won't surprise *you* with a candid-camera shot—but you'll certainly get a more life-like "close-up" of America on a Greyhound trip! Strange and picturesque scenes, pleasant adventures seem to be the rule when you travel this way. And just picture the saving in dollars and cents (one-third the cost of driving, less than any other travel way). Pay less to see more, going by Greyhound this spring or summer, and start your planning now!

Cleveland, Ohio . East 9th & Superior
Philadelphia, Pa. . . . Broad St. Station
New York City . . 245 W. 50th Street
Chicago Illinois . . . 12th & Wabash
Washington, D. C. 1408 New York Avenue, N. W.
Detroit, Michigan Washington Boulevard at Grand River
Boston, Mass. 60 Park Square
St. Louis, Mo. Broadway & Delmar Boulevard
Charleston, W. Va. . 155 Summers St.
San Francisco, Cal., Pine & Battery Sts.
Ft. Worth, Tex., 905 Commerce Street
Minneapolis, Minn., 509 Sixth Ave., N.
Lexington, Ky. . . . 801 N. Limestone
Memphis, Tenn. . . 527 N. Main Street
New Orleans, La., 400 N. Rampart St.
Cincinnati, Ohio . . 630 Walnut Street
Richmond, Va. . . . 412 E. Broad Street
Toronto, Ontario 1501 Royal Bank Building
London, Eng. A. B. Reynoldson 49 Leadenhall Street

The GREYHOUND LINES

THIS BRINGS PICTORIAL BOOKLET, INFORMATION

Mail this coupon to nearest Greyhound information office, listed above, for colorful booklet, "SEE AMERICA BEST," low rates and suggested routes for any trip.

Information on trip to _____

Name _____

Address _____ LF-3

PICTURES TO THE EDITORS

(continued)

TOBACCO-SPITTING CONTEST

Sirs:

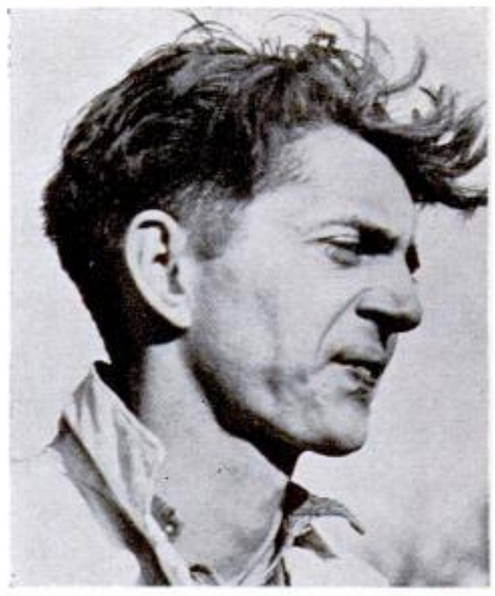
Here are some of Kentucky's expert tobacco chewers in their best expectorating form. The contest held recently here at Glasgow was an accuracy test rather than a mere exhibition of distance ability. No holds were barred, as you can see by the fellow squirting through his fingers (*right*). The target (*at bottom*) consisted of a circular opening about 12 in. in diameter, behind which three metal strips were so arranged that an electrical contact flashed a colored light when a direct hit was made.

TOMMY MILLER
Glasgow, Ky.







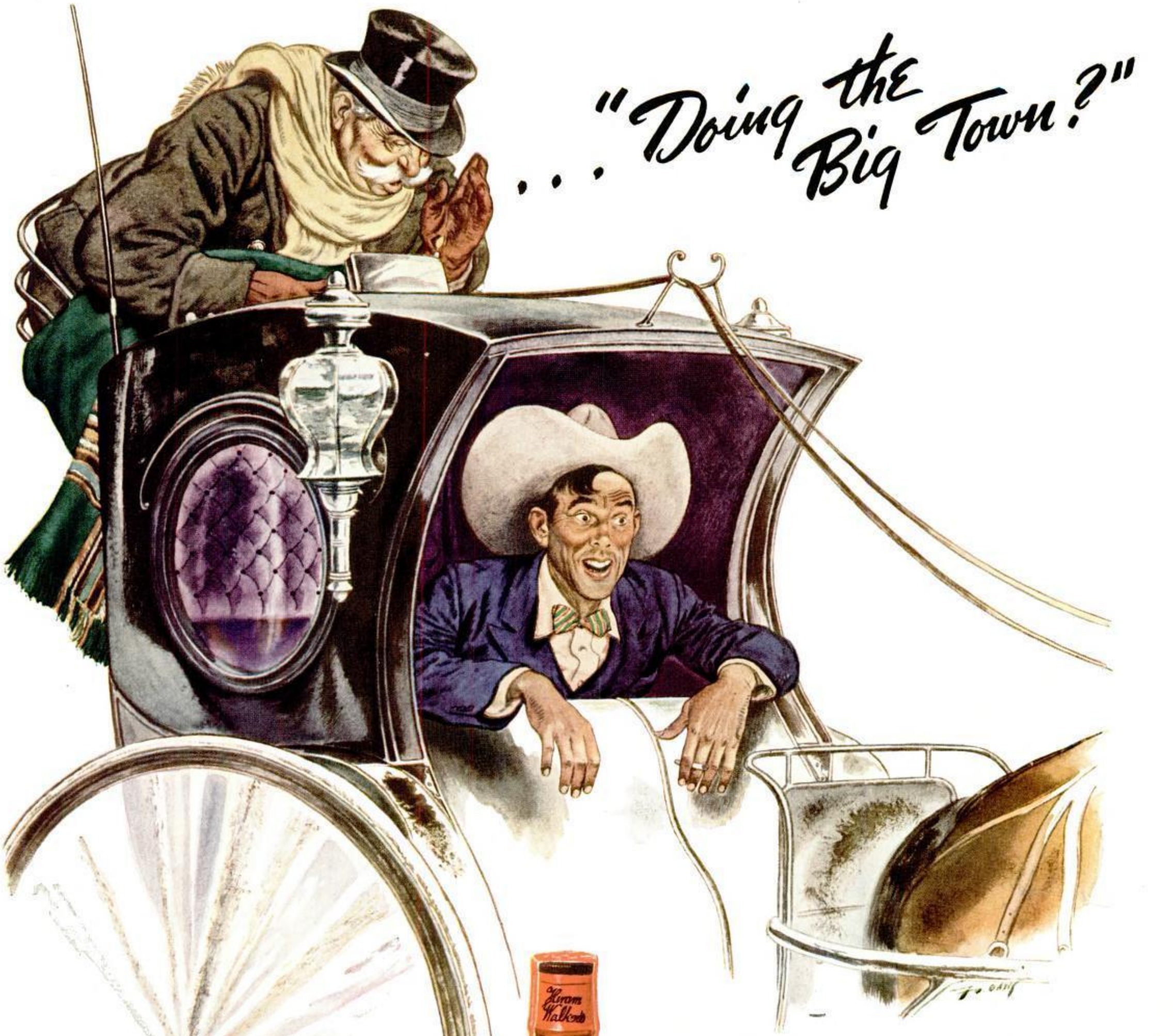






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Copyrighted material



CABBY: *"And now, sir, wot can we offer for your enjoymint next?"*

RANCHER: *"Out where I come from, we'd Double Our Enjoyment with a drink of Ten High!"*

CABBY: *"Then you're goin' to like New York, sir. That's a custom highly regarded in these parts, too!...Giddap, Josephine!"*



Want to double *your* enjoyment of any high spot occasion? Then you'll want TEN HIGH! For this famous bourbon with "No Rough Edges" slowly ripens winter as well as summer in modern weather-controlled rackhouses, week after week, month after month, 2 long years thru!

Double your enjoyment with

TEN HIGH STRAIGHT BOURBON WHISKEY

Hiram Walker's

THE HIGH-SPOTS OF LIFE

CALL FOR TEN HIGH

90 PROOF Hiram Walker & Sons Inc., Peoria, Illinois; Distilleries at Peoria, Walkerville, Ontario, Glasgow, Scotland

Copyrighted material

"I'll tell you the difference I have found in cigarettes!"

SAYS

WILBUR SHAW

record-smashing auto driver
to BEN E. WILBUR,
radio announcer

"Camel is the cigarette that *agrees* with me—the cigarette that lets me enjoy smoking to the full!"

PEOPLE DO APPRECIATE THE
COSTLIER TOBACCOS
IN CAMELS

THEY ARE THE
LARGEST-SELLING
CIGARETTE IN AMERICA



"ON THE AIR" after his victory in the 500-mile Indianapolis race, Wilbur Shaw said: "This is the happiest day of my life—outside my wedding day." Then reached for a Camel. "I like a Camel first thing after a race," he says, pointing out another difference he finds between Camels and other cigarettes. "Yes, sir, I get a grand 'lift' with a Camel, just when I need it."



MEMORIAL DAY is when Shaw races. Most of the rest of the year, you'll find him "noodling" out a tough problem in automotive design. He gets in a good bit of Camel smoking, doing it. "Camel's the mild cigarette," he says, "extra gentle to my throat."



SHAW AND COTTON HENNING, famous racing car builder, agree on how important healthy nerves are. And Shaw says: "I'd hate to think what might happen if my nerves weren't O. K. The fact that Camels don't get on my nerves scores a big hit with me."



"IT'S YOUR MOVE, Cathleen," says Wilbur to Mrs. Shaw, his checkers partner. His own move is to light up a Camel—"for digestion's sake." "You know, a meal doesn't seem complete to me," he adds, "without a few Camels to help my digestion along."

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Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS —Turkish and Domestic.



ONE SMOKER TELLS ANOTHER

"Camels agree with me"

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